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2045358809

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2045358810

I. E.E.C.

ANDORRA

BELGIUM/LUXEMBOURG

CANARY ISLANDS

FRANCE

GERMANY

GREECE

IRELAND

ISRAEL

ITALY

NETHERLANDS

PORTUGAL

SPAIN MAINLAND

UNITED KINGDOM

2045358811.A

2045358811

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ANDORRA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,122	2,582	2,840	3,706	3,483	3,397
(ESTIMATE)						
LOCAL MANUFACTURE	1,450	1,842	2,011	2,977	2,864	3,102
IMPORTED	672	740	829	729	619	295

COMPANY SHARES %

2) PHILIP MORRIS (PM)	23.3	29.1	32.3	33.4	44.8	50.2
1) R.J. REYNOLDS (RJR)	43.9	41.1	37.0	45.5	35.9	28.0
3) TABACALERA (TSA)	18.7	16.8	16.5	10.5	8.7	12.9
4) S.E.I.T.A. (SEITA)	4.4	4.1	4.0	3.1	3.4	4.0
OTHERS	9.7	7.9	10.2	7.5	7.2	4.9

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	P. MORRIS	IMSA/ANDORRA	21.9	27.8	31.3	32.7	44.0	49.1
2) WINSTON	R.J. REYNOLDS	SOCIREN/ANDORRA	36.5	34.7	31.3	40.7	29.9	22.6
3) FORTUNA	TABACALERA	TSA/IMSA	12.1	11.4	10.7	6.6	5.9	8.7
4) CAMEL	R.J. REYNOLDS	SOCIREN/ANDORRA	7.4	6.4	5.6	4.8	6.0	5.5
5) LUCKY STRIKE	BAT	TSA/SPAIN	2.0	2.6	3.3	2.4	2.3	3.5
6) GITANES	SEITA	SEITA/France	4.1	3.7	3.4	2.6	2.9	N.A.
7) DUCADOS	TABACALERA	TSA/SPAIN	5.0	4.3	4.5	3.3	2.1	N.A.
OTHERS			11.0	9.1	9.9	6.9	6.9	N.A.

2045358812

EEC 1

(ANDORRA)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	--	--	--
E) COUPONS	--	--	--	--	--	--
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTING

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BRANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2045358813

EEC 2

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BELGIUM/LUXEMBOURG

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	17,945	18,007	17,378	17,242	17,578	17,197
POPULATION TOTAL (MILLIONS)	10.2	10.2	10.2	10.3	10.4	10.4
PER CAPITA CONSUMPTION	1,754	1,758	1,694	1,680	1,695	1,652
SMOKER INCIDENCE *						
% OF TOTAL POPULATION	23.0	21.0	22.0	22.0	27.0	24.0
% OF FEMALE POPULATION	25.0	19.0	20.0	20.0	25.0	23.0
% OF MALE POPULATION	20.0	23.0	24.0	25.0	29.0	26.0
COMPANY SHARES %						
1) ROTHMANS	40.2	38.9	36.8	35.3	33.4	31.6
2) PMB	16.8	18.2	20.4	22.7	24.8	26.4
3) CINTA	16.6	16.7	16.6	16.9	16.6	16.8
4) B.A.T.	12.0	12.8	13.4	13.6	13.7	13.7
5) R.J. REYNOLDS/GOSSET	7.5	7.4	7.2	6.0	5.9	5.6
6) H. VAN LANDEWYCK	6.9	5.9	5.4	5.4	5.4	5.6
OTHERS	--	0.1	0.2	0.1	0.2	0.3

*Belgium only.

2045358814

EEC 3

(BELGIUM/LUXEMBOURG)

1987 1988 1989 1990 1991 1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)BELGA	ROTHMANS	VANDER ELST	24.7	23.6	22.2	21.4	20.3	19.3
2)MARLBORO	P.M.B.	P.M.B.	13.6	14.7	16.1	17.4	18.1	18.0
3)BASTOS	CINTA	CINTA	8.2	8.6	8.5	8.9	8.8	8.7
4)I&M	P.M.B.	P.M.B.	0.6	0.9	1.7	2.7	4.1	5.8
5)BARCLAY	B.A.T.	B.A.T.	2.9	3.2	3.6	4.4	5.1	5.6
6)GAULOISES	CINTA	CINTA	5.8	5.7	5.7	5.7	5.6	5.4
7)BOULE D'OR	B.A.T.	B.A.T.	4.6	4.5	4.4	4.2	4.0	3.8
8)DUCAL	ROTHMANS	H.V. LANDEWYCK	3.4	3.3	3.5	3.5	3.6	3.7
9)P. STUYVESANT	ROTHMANS	TURMAC	3.7	3.8	3.7	3.6	3.4	3.3
10)RICHMOND	ROTHMANS	JUB/LAURENS	3.6	3.5	3.5	3.3	3.1	2.8
11)JOHNSON	ROTHMANS	JUB/LAURENS	3.4	3.3	3.2	3.2	3.1	2.8
12)CAMEL	R.J.R.	GOSSET/RJR	1.9	2.3	2.5	2.0	2.3	2.6
13)ST. MICHEL	GOSSET	GOSSET/RJR	4.9	4.4	4.0	3.4	3.1	2.5
14)MARYLAND	ROTHMANS	H.V. LANDEWYCK	1.4	1.3	1.4	1.4	1.4	1.4
15)PHILIP MORRIS	P.M.B.	P.M.B.	0.7	0.8	1.0	1.1	1.2	1.3

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	88.3	88.9	89.7	90.7	91.3	92.1
FILTER MENTHOL	0.7	0.7	0.7	0.8	0.8	0.8
NON-FILTER	11.1	10.4	9.6	8.5	7.9	7.1

PRICE SEGMENTATION %

LUXURY	1.0	1.0	1.0	0.9	0.9	0.8
INTERNATIONAL	28.2	29.7	31.8	32.8	33.8	33.7
POPULAR	69.6	68.1	66.2	65.4	64.5	64.8
SUB-POPULAR	1.2	1.2	1.0	0.9	0.8	0.7

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10.1 MG AND ABOVE)	87.8	87.1	86.0	84.6	83.3	81.7
LIGHTS (6.1 - 10.0 MG)	6.5	6.9	7.5	8.0	8.6	9.3
SUPER LIGHTS (3.1 - 6.0 MG)	5.6	4.4	4.8	5.6	6.4	6.5
ULTRA LIGHTS (3.0 MG AND BELOW)	1.0	1.7	1.7	1.8	1.8	2.5

2045358815

EEC 4

(BELGIUM/LUXEMBOURG)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: LOCAL BLOND	45.8	44.7	42.8	41.7	39.9	38.2
BLENDED	27.0	28.3	29.9	30.8	32.0	33.1
BLACK	15.8	14.9	13.9	12.8	12.0	10.9
LTN: LOCAL BLOND	4.6	4.7	4.6	4.7	4.6	4.7
BLENDED	6.7	7.6	8.8	10.1	11.5	13.0
LENGTH SEGMENTATION %						
REGULAR SIZE	58.5	56.6	53.6	51.3	48.8	45.7
KING SIZE	36.8	38.7	41.7	43.6	46.2	49.4
100 MM	4.4	4.5	4.5	4.8	4.8	4.7
120 MM	0.3	0.3	0.3	0.3	0.3	0.2
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	31.7	33.2	35.5	36.5	38.0	37.5
25 CIGTS/PACK	68.2	66.7	64.5	63.4	62.0	62.5
15 CIGTS/PACK	0.1	0.1	---	---	---	---
PACK TYPE SEGMENTATION %						
1. SOFT PACK	71.5	68.8	63.5	58.1	53.4	50.2
2. FLIP TOP BOX (HINGE LID)	27.1	29.8	35.2	40.6	45.3	48.5
3. PRINCESS & OTHERS	1.4	1.4	1.4	1.3	1.3	1.3

2045358816

EEC 5

(BELGIUM/LUXEMBOURG)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	2/3	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	YES	YES	YES

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGAR (MILLIONS)	99.2	91.0	83.7	75.3	73.0	*59.2
SMOKING TOBACCO (THOUSAND KILOS)	6,120	5,897	5,602	5,040	4,899	*4,298
CIGARILLOS (MILLIONS)	641.3	629.1	603.9	573.8	565.1	*452.3

*Latest data available through October 1992.

2045358817

EEC 6

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANARY ISLANDS

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	4,817	5,031	5,202	4,833	5,465	5,105
OF WHICH LOCAL MANUFACTURE:	4,488	4,734	4,907	4,599	5,192	4,849
IMPORTED	329	297	295	234	267	256
POPULATION TOTAL (MILLIONS)	1,448	1,458	1,469	1,479	1,490	1,601
PER CAPITA CONSUMPTION	3,327	3,451	3,541	3,268	3,668	3,189
NUMBERS OF TOURISTS (MILLIONS)	4.7	5.4	5.2	5.5	N.A.	N.A.
SMOKER INCIDENCE						
% OF TOTAL POPULATION	36.1	29.6	30.9	31.1	31.9	31.9
% OF FEMALE POPULATION	24.6	17.6	18.5	25.0	24.9	24.9
% OF MALE POPULATION	48.6	41.6	37.0	37.9	39.0	39.0
COMPANY SHARES %						
1) R.J. REYNOLDS	32.5	34.0	34.3	32.8	31.9	30.6
2) PHILIP MORRIS	18.5	20.6	22.6	24.2	28.9	29.0
3) C.I.T.A.	30.3	27.2	26.4	27.4	23.3	22.9
4) B.A.T.	8.1	7.8	7.2	7.1	7.0	7.8
5) ROTHMANS	5.1	4.8	4.4	3.7	3.7	3.7
6) REGENTA	2.1	2.1	1.8	2.0	1.9	2.4
7) GALLAHER	1.2	1.5	1.5	1.4	1.4	1.6
8) REEMTSMA	1.1	1.1	1.1	0.9	1.2	1.3
OTHERS	1.1	0.7	0.7	0.5	0.5	0.6

2045358818

EEC 7

(CANARY ISLANDS)

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)MARLBORO	P. MORRIS	P. MORRIS	12.2	14.0	16.1	17.4	22.0	22.2
2)WINSTON	R.J.R.	R.J.R.	20.4	20.5	20.2	19.8	19.0	18.2
3)CAMEL	R.J.R.	R.J.R.	11.6	13.1	13.7	12.5	12.6	12.1
4)KRUGER	C.I.T.A.	C.I.T.A.	10.6	11.1	10.9	12.0	10.7	9.8
5)CORONAS	C.I.T.A.	C.I.T.A.	14.2	11.2	10.6	10.6	8.7	9.2
6)BENSON	B.A.T.	B.A.T.	3.6	3.6	3.3	3.1	2.9	3.5
7)FORTUNA	PME/TSA	P. MORRIS	1.4	1.5	1.6	2.1	2.5	3.1
8)MECANICOS	J. DOS SANTOS	REGENTA	2.1	2.1	1.8	2.0	1.9	2.4
9)SWING	P. MORRIS	P. MORRIS	3.1	3.3	3.0	2.9	2.7	2.2
10)SILK CUT	GALLAHER	C.I.T.A.	1.2	1.4	1.5	1.4	1.4	1.6
11)BELMONT	B.A.T.	B.A.T.	1.2	1.2	1.1	1.4	1.5	1.5
12)ROTHMANS	ROTHMANS	C.I.T.A.	2.0	2.1	1.7	1.5	1.4	1.4
13)LARK	P. MORRIS	P. MORRIS	1.4	1.4	1.5	1.5	1.5	1.3
14)RECORD	C.I.T.A.	C.I.T.A.	1.8	1.5	1.4	1.5	1.3	1.2
15)OTHERS			13.4	12.0	11.6	10.3	9.9	10.3

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	94.3	94.7	95.4	95.8	96.1	95.6
FILTER MENTHOL	1.1	1.0	1.0	0.9	0.9	1.0
NON-FILTER	4.6	4.3	3.6	3.3	3.0	3.4

PRICE SEGMENTATION % (LAST INCREASE 1/93)

PREMIUM (121 AND ABOVE)	3.4	8.1	7.8	6.9	6.5	7.2
HIGH (120)	54.8	52.6	54.5	53.9	57.6	56.5
MEDIUM HIGH (75 - 110)	5.9	5.6	5.9	5.8	6.7	7.7
MEDIUM (60 - 65)	5.0	5.6	5.4	5.5	5.1	4.6
LOW (40 - 55)	31.0	28.2	26.5	27.8	24.1	24.1

2045358819

(CANARY ISLANDS)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10.0 MG AND ABOVE)	95.1	95.0	94.9	94.7	93.8	92.9
LIGHTS (6.1 - 9.0 MG)	4.9	4.8	4.8	5.0	5.8	6.6
SUPER/ULTRA LIGHTS (6.0 MG AND BELOW)	---	0.1	0.2	0.2	0.3	0.6
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	53.9	57.3	59.4	59.8	63.9	63.0
VIRGINIA	9.9	9.6	9.5	8.4	7.8	8.5
GERMAN & EUROPEAN	4.5	4.3	4.0	3.4	3.7	4.0
DARK	31.7	28.7	27.0	28.4	24.6	24.5
LENGTH SEGMENTATION %						
70 MM	3.6	3.5	3.1	3.0	2.7	3.1
80 MM	46.6	50.6	52.6	53.1	57.2	55.6
85 MM	46.7	43.2	41.6	41.4	37.8	39.1
95 MM	1.5	1.2	1.2	1.0	1.0	0.9
100 MM	1.4	1.4	1.4	1.4	1.2	1.2
120 MM	0.1	0.1	0.1	0.1	0.1	<0.1
PACK COUNT SEGMENTATION %						
UP TO 19 CIGTS./PACK	2.9	2.8	2.6	2.5	2.3	2.6
20 CIGTS./PACK	97.0	97.1	97.3	97.4	97.7	97.4
OVER 20 CIGTS./PACK	0.1	0.1	0.1	0.1	0.1	<0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	37.9	33.9	32.5	33.1	29.4	29.4
FLIP TOP BOX	60.9	65.1	66.6	66.1	69.8	69.9
PRINCESS & OTHERS	1.2	1.0	0.9	0.8	0.8	0.8

2045358820

(CANARY ISLANDS)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS:	1) YES					
	2) BANNED					
	3) RESTRICTED					
A) TELEVISION*	3	2	2	2	2	2
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER:	YES OR NO					
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	NO	NO	NO	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
TAR BRANDS PRINTED ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

*No advertising on TV by law since November 11, 1988

2045358821

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FRANCE

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	94,079	92,986	94,902	95,767	97,097	96,311
POPULATION TOTAL (MILLIONS)	55.5	55.7	56.0	56.3	56.9	57.2
PER CAPITA CONSUMPTION	1,691	1,668	1,694	1,700	1,707	1,684
SMOKER INCIDENCE						
% OF TOTAL POPULATION	30.0	34.0	34.0	32.0	33.0	32.0
% OF FEMALE POPULATION	23.0	41.0	41.0	38.0	38.0	37.0
% OF MALE POPULATION	37.0	27.0	27.0	27.0	27.0	27.0
COMPANY SHARES %						
1)SEITA	55.2	53.5	51.3	49.4	46.8	45.8
2)PHILIP MORRIS	20.0	21.2	22.8	24.2	25.8	27.2
3)ROTHMANS	14.7	14.5	14.3	14.0	13.7	14.0
4)R.J. REYNOLDS	6.6	7.3	7.8	8.4	8.8	8.0
OTHERS	3.5	3.5	3.8	4.0	4.9	5.0

2045358822

(FRANCE)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1. MARLBORO RED	PM	14.8	15.1	15.8	15.7	15.8	15.8
2. GAULOISES	SEITA	16.5	15.7	14.9	13.6	12.2	11.0
3. CAMEL FILTER	RJR	4.9	5.2	5.3	5.7	5.8	5.1
4. GITANES NF	SEITA	6.8	6.3	6.0	5.3	4.8	4.6
5. PETER STUYVESANT RED	ROTHMANS	5.4	5.3	5.1	5.1	4.9	4.5
6. GAULOISES FILTER	SEITA	7.5	6.7	6.0	5.3	4.7	4.5
7. MARLBORO LIGHTS	PM	1.0	1.4	1.9	2.4	3.0	3.9
8. GAULOISES BLONDES	SEITA	4.0	3.8	3.5	3.2	3.1	3.5
9. GAULOISES LEGERES	SEITA	2.0	2.3	2.5	2.7	2.8	2.9
10. GAULOISES BLONDES LEGERES	SEITA	2.0	2.4	2.6	2.8	2.5	2.8
11. PM SUPERLIGHTS	PM	1.8	1.9	2.0	2.2	2.2	2.1
12. GITANES FILTER	SEITA	2.9	2.6	2.3	2.1	1.9	1.8
13. PETER STUYVESANT EXTRA MILD	ROTHMANS	1.5	1.4	1.5	1.6	1.7	1.6
14. ROTHMANS LEGERE	ROTHMANS	1.8	1.9	1.8	1.6	1.6	1.5
15. GAULOISES BRUNES ULTRA LEGERES	SEITA	---	---	0.7	1.3	1.5	1.5
16. GITANES MAIS NF	SEITA	2.0	1.8	1.6	1.6	1.4	1.3
17. CAMEL MILD	RJR	0.6	0.8	0.9	1.1	1.2	1.2
18. GAULOISES EXTRA LEGERE	SEITA	1.5	1.8	1.6	1.2	1.1	1.1
19. PHILIP MORRIS KS BOX	PM	0.5	0.6	0.6	0.9	1.1	1.1
20. GOLDEN AMERICAN KS BOX 25'S	ROTHMANS	---	---	---	---	---	1.0

TOBACCO TYPE SEGMENTATION %

BLOND	56.6	58.7	60.7	63.7	66.6	68.6
BLACK	43.4	41.3	39.3	36.3	33.4	31.4

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	69.5	71.1	72.6	74.9	76.8	78.5
FILTER (MENTHOL)	3.7	3.7	3.7	3.7	3.7	3.7
NON-FILTER	26.8	25.2	23.7	21.4	19.5	17.8

2045358823

EEC 12

(FRANCE)

PRICE SEGMENTATION % (LAST INCREASE 1/93)	1987	1988	1989	1990	1991	1992
BLACK (7.50 - 13.20)	43.0	40.9	38.9	36.0	33.3	31.4
CHEAP (7.50 - 9.40)	0.2	0.1	<0.1	<0.1	<0.1	<0.1
MAINSTREAM (9.50 - 11.50)	9.9	10.2	10.5	10.7	11.1	12.1
INTERMEDIATE (11.60 - 12.60)	2.1	2.2	2.4	3.4	3.9	5.7
PREMIUM (12.70 - 13.40)	36.8	38.4	40.0	42.0	44.0	43.5
LUXURY (13.50 AND ABOVE)	7.9	8.1	8.2	7.8	7.7	7.3

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10.1 MG AND ABOVE)	81.2	78.5	76.0	73.5	71.0	68.6
LIGHTS (6.1 - 10.0 MG)	10.4	11.9	13.0	14.5	15.6	17.3
SUPER LIGHTS (3.1 - 6.0 MG)	6.4	7.4	7.9	8.1	9.0	8.6
ULTRA LIGHTS (3.0 MG AND BELOW)	2.1	2.3	3.1	4.0	4.5	5.5

2045358824

(FRANCE)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	42.1	43.9	46.2	48.6	50.7	51.6
VIRGINIA	6.8	6.7	6.7	6.5	6.6	6.3
OTHER BLOND	7.7	8.1	7.9	8.6	9.3	10.7
BLACK	43.4	41.3	39.3	36.3	33.4	31.4
LENGTH SEGMENTATION %						
82 MM AND SHORTER	62.6	50.3	41.9	37.5	32.1	25.4
83 MM - 89 MM	33.3	45.2	53.4	57.6	63.0	69.9
90 MM - 100 MM	3.7	4.1	4.3	4.5	4.4	4.2
120 MM	0.4	0.4	0.4	0.4	0.5	0.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	2
D) MAGAZINES	3	3	3	3	3	2
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2045358825

EEC 14

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GERMANY

	1987	1988	1989	1990	*1991	*1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	117,645	116,988	117,595	121,444	145,590	133,150
OF WHICH LOCAL MANUFACTURE:	112,413	111,674	111,934	115,256	136,991	126,327
IMPORTED FROM 1) FRANCE	687	751	804	996	1,411	1,719
2) DENMARK	1,640	1,732	1,883	1,859	1,874	1,697
3) IRELAND	39	36	31	28	26	23
4) ITALY	45	35	27	20	15	13
5) OTHERS	2,719	2,760	2,836	3,286	5,273	3,371
POPULATION TOTAL (MILLIONS)	61.1	61.2	61.7	62.7	79.2	80.2
PER CAPITA CONSUMPTION	1,924	1,910	1,905	1,937	1,827	1,661
SMOKER INCIDENCE						
% OF TOTAL POPULATION	30	31	30	29	30	29
% OF FEMALE POPULATION	24	25	24	23	24	23
% OF MALE POPULATION	36	37	35	35	35	34
COMPANY SHARES %						
1) PHILIP MORRIS	25.6	27.6	30.3	31.4	34.6	35.5
2) REEMTSMA	25.3	25.1	23.3	23.5	23.4	24.2
3) BAT	23.1	21.7	21.0	20.3	18.3	18.0
4) ROTHMANS	10.9	11.0	10.5	10.2	10.4	9.7
5) R.J. REYNOLDS	10.0	9.2	8.8	8.1	7.7	6.7
6) AUSTRIA (ATW)	1.5	1.7	2.3	2.5	2.1	2.0
7) VAN LANDEWYCK	2.2	2.2	2.3	2.2	1.8	1.7
OTHERS	1.3	1.5	1.5	1.8	1.7	2.0

*Includes the former East Germany.

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EEC 15

(GERMANY)		1987	1988	1989	1990	*1991	*1992
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP						
1)MARLBORO	PHILIP MORRIS	23.5	25.4	27.9	28.8	26.4	27.4
2)HB	B.A.T.	13.9	13.2	12.6	12.2	10.7	10.4
3)WEST	REEMTSMA	4.6	4.8	4.9	6.1	6.2	7.5
4)CAMEL	R.J. REYNOLDS	8.6	8.0	7.6	7.0	6.1	5.3
5)F6	PHILIP MORRIS	--	--	--	0.1	5.2	5.3
6)LORD EXTRA	ROTHMANS	6.6	6.6	6.2	5.9	5.0	4.9
7)P. STUYVESANT	REEMTSMA	5.5	5.4	5.0	5.0	4.5	4.3
8)R6 + R1	REEMTSMA	4.1	4.3	4.0	3.8	3.2	3.3
9)ERNTE 23	REEMTSMA	4.0	3.7	3.3	3.1	2.6	2.4
10)REVAL	REEMTSMA	3.3	3.1	2.8	2.6	2.0	2.0
11)CABINET	REEMTSMA	--	--	--	<0.1	1.8	1.8
12)GOLDEN AMERICAN	ROTHMANS	--	--	--	0.1	1.9	1.6
13)ROTHHANDLE	REEMTSMA	2.2	2.1	1.8	1.8	1.4	1.4
14)PRINCE	B.A.T.	1.3	1.4	1.5	1.5	1.2	1.2
15)LUCKY STRIKE	B.A.T.	--	--	0.1	0.4	0.7	1.1
OTHERS		22.4	22.0	22.3	21.6	21.1	20.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		91.3	91.8	92.3	92.6	93.8	93.8
FILTER MENTHOL		1.1	1.1	1.1	1.1	1.0	1.1
NON-FILTER		7.6	7.1	6.6	6.3	5.2	5.1
PRICE SEGMENTATION % (LAST INCREASE 11/92)							
ULTRA LOW (DM 4.15 AND ABOVE)		4.8	5.0	5.8	6.6	16.8	16.1
INTERMEDIATE (DM 4.20 - 4.30)		6.9	6.2	5.9	6.6	6.2	7.1
SUB-MAINSTREAM (DM 4.35 - 4.40)		0.5	0.8	0.8	0.7	0.6	0.5
MAINSTREAM (DM 4.45 - 4.55)		32.4	31.1	29.2	28.8	25.8	25.9
PREMIUM (DM 4.60 - 4.65)		53.8	(a)53.7	55.3	54.6	48.5	48.5
LUXURY (DM 4.70 - 5.10)		1.6	3.2	2.9	2.6	2.1	1.9

(a) In 1988 Camel Filters changed price class to premium.

*Includes the former East Germany.

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EEC 16

(GERMANY)	1987	1988	1989	1990	*1991	*1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10.1 MG AND ABOVE)	81.9	81.0	80.2	79.0	80.5	78.7
LIGHTS (6.1 - 10.0 MG)	11.9	11.7	11.5	11.0	9.7	10.2
SUPER LIGHTS (3.1 - 6.0 MG)	4.8	5.7	6.4	7.9	7.7	8.6
ULTRA LIGHTS (3.0 MG AND BELOW)	1.3	1.6	1.9	2.2	2.2	2.6
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	48.1	49.9	52.7	55.1	53.1	54.4
VIRGINIA	2.2	2.2	2.1	2.0	1.8	1.7
EUROPEAN	43.6	42.1	39.9	37.9	34.2	33.3
BLACK	6.1	5.7	5.1	4.8	3.8	3.7
ORIENTAL	0.0	0.1	0.2	0.2	0.0	0.0
TRADITIONAL EAST BLEND	--	--	--	--	7.1	6.8
LENGTH SEGMENTATION %						
84 MM AND SHORTER	7.1	6.7	6.1	5.9	10.5	10.3
84 MM - 85 MM	84.5	85.0	85.5	85.7	80.3	80.2
90 MM - 99 MM	2.2	2.3	2.3	2.1	1.8	1.8
100 MM	5.8	5.7	5.8	6.0	7.1	7.4
OVER 100 MM	0.3	0.3	0.3	0.3	0.3	0.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	3	3	3	3	3

*Includes the former East Germany

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EEC 17

(GERMANY)

1987

1988

1989

1990

*1991

*1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	1,351	1,320	1,245	1,291	1,397	1,320
PIPE TOBACCO (THOUSAND KILOS)	1,350	1,249	(a)1,210	1,207	1,298	1,240
ROLL YOUR OWN (THOUSAND KILOS)	15,000	14,500	13,800	13,500	14,900	(b)18,462
SNUFF (THOUSAND KILOS)						

(a) Due to changes of Pipe Association

(b) Includes Tobacco Rolls

*Includes the former East Germany

2045358829

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GREECE

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	29,583	28,737	28,532	28,891	29,648	28,232
OF WHICH LOCAL MANUFACTURE:	94.1	92.3	90.2	86.0	82.4	77.6
IMPORTED FROM 1) GERMANY	2.0%	2.7%	2.9%	3.4%	--	--
2) UK	3.0%	1.9%	1.9%	2.1%	--	--
3) OTHERS	1.0%	3.3%	4.6%	8.3%	--	--
POPULATION TOTAL (MILLIONS)	10.14	10.00	10.02	10.05	10.12	10.25
PER CAPITA CONSUMPTION	2,917	2,877	2,848	2,876	2,930	2,754
COMPANY SHARES %						
1) PAPASTRATOS	39.4	37.9	36.5	35.7	35.0	33.6
2) KARELIA	23.1	23.3	23.4	21.8	20.2	19.5
3) SEKAP	9.4	10.4	11.5	11.4	11.4	10.5
4) KERANIS	11.9	10.1	9.4	8.4	7.7	6.8
5) GEORGIADIS	8.4	9.0	8.1	7.6	7.1	6.3
6) CONSTANTINOU	1.9	1.7	1.3	1.2	1.0	1.0
7) OTHERS	5.9	7.7	9.8	14.0	17.6	22.3

2045358830

(GREECE)	1987	1988	1989	1990	1991	1992
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(GREECE)	1987	1988	1989	1990	1991	1992
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(GREECE)	1987	1988	1989	1990	1991	1992
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(GREECE)	1987	1988	1989	1990	1991	1992
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(GREECE)	1987	1988	1989	1990	1991	1992
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(GREECE)	1987	1988	1989	1990	1991	1992
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(GREECE)	1987	1988	1989	1990	1991	1992
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TOP 20 BRANDS SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO RED	PHILIP MORRIS	PAPASTRATOS	15.4	11.9	12.8	12.3	12.7	13.7
2) ASSOS SOFT	PAPASTRATOS	PAPASTRATOS	9.7	9.6	9.4	8.7	7.7	7.2
3) KARELIA	KARELIA	KARELIA	10.2	10.1	9.8	8.6	7.4	7.1
4) CAMEL KS	R.J. REYNOLDS	KARELIA	3.4	3.3	4.5	4.6	5.2	5.4
5) P.S. RED KS	ROTHMANS	TURMAC	0.1	0.3	0.5	1.5	3.3	4.5
6) ASSOS INT'L	PAPASTRATOS	PAPASTRATOS	2.0	3.8	4.0	4.7	5.2	4.4
7) KARELIA LIGHTS	KARELIA	KARELIA	5.7	5.7	5.5	5.3	4.6	4.4
8) COOPER KS	SEKAP	SEKAP	5.0	5.1	5.0	4.4	4.1	3.4
9) GR LIGHTS	SEKAP	SEKAP	---	0.4	1.5	2.2	2.3	2.4
10) ANTINICOT 22	GEORGIADIS	GEORGIADIS	3.8	3.6	3.4	2.9	2.5	2.1
11) ROTHMANS KS	ROTHMANS	GEORGIADIS	2.8	2.2	2.1	2.1	2.0	2.0
12) WINSTON KS	R.J. REYNOLDS	R.J. REYNOLDS	0.7	0.8	1.0	1.7	1.8	1.8
13) GR KS	SEKAP	SEKAP	1.1	1.4	1.5	1.7	1.8	1.6
14) ASSOS EXPORT	PAPASTRATOS	PAPASTRATOS	3.1	2.7	2.3	2.0	1.7	1.5
15) KERANIS BOX	KERANIS	KERANIS	2.0	2.0	2.0	1.8	1.7	1.5
16) MARLBORO LTS.KS	PHILIP MORRIS	PAPASTRATOS	1.3	1.1	1.2	1.2	1.3	1.5
17) CORTINA ULT. LTS.	B.A.T.	B.A.T.	--	0.02	0.2	0.5	0.7	1.5
18) ASSOS NF	PAPASTRATOS	PAPASTRATOS	2.6	2.6	1.9	1.9	1.6	1.3
19) ROTHMANS RYL.RED	ROTHMANS	GEORGIADIS	--	1.2	1.5	1.4	1.2	1.3
20) PRINCE OF BLENDS	B.A.T.	SCANGINAVIAN TOB.	--	0.6	0.7	0.9	1.1	1.3

MARKET SEGMENTATION 8

<i>FILTER (NON-MENTHOL)</i>	94.5	93.6	95.8	94.9	95.2	96.9
<i>NON-FILTER</i>	5.5	6.4	4.2	5.1	4.8	3.1

PRICE SEGMENTATION % (LAST INCREASE 1/93)

PREMIUM	(431 AND ABOVE)	2.0	0.9	0.9	1.2	1.6	2.0
HIGH	(371 - 430)	30.0	25.1	28.4	29.0	30.8	34.9
MEDIUM	(331 - 370)	21.9	16.6	17.1	17.9	18.1	16.8
LOW	(330 AND BELOW)	46.0	56.2	53.7	50.9	48.0	45.7
STOCK DIFFERENCE		0.1	1.2	(0.1)	1.1	1.4	0.6

TAR & NICOTINE SEGMENTATION 8

FULL FLAVOR (10.1 MG AND ABOVE)	90.4	89.7	87.1	86.1	85.1	81.9
LIGHTS (6.1 - 10.0 MG)	9.1	9.5	11.5	11.7	11.9	12.4
SUPER/ULTRA LIGHTS (6.0 MG AND BELOW)	0.5	0.8	1.4	2.2	3.0	5.7

EEC 20

2045358831

(GREECE)

1987 1988 1989 1990 1991 1992

TOBACCO TYPE SEGMENTATION %

INTERNATIONAL BLENDS

32.8 31.2 33.8 37.7 42.4 47.6

LOCAL BLENDS

19.2 21.5 21.6 21.0 20.3 19.2

ORIENTAL

48.0 47.3 44.6 41.3 37.3 33.1

LENGTH SEGMENTATION %

71 MM TO 79 MM

5.2 5.0 4.1 3.9 3.3 3.0

80 MM to 85 MM

87.8 87.2 89.3 87.6 86.9 87.8

95 MM TO 99 MM

1.0 1.0 1.1 1.7 2.4 1.3

100 MM

5.6 5.4 5.3 5.5 5.7 6.9

OVER 100 MM

0.2 0.2 0.2 0.2 0.3 0.4

STOCK DIFFERENCE

0.1 1.2 (0.1) 1.1 1.4 0.6

PACK TYPE SEGMENTATION %

SOFT PACK

28.5 27.3 27.3 26.8 26.4 24.9

FLIP TOP BOX

52.1 52.7 56.1 57.1 59.1 62.7

SHOULDER PACK & OTHERS

19.2 18.8 16.6 15.2 13.1 11.8

STOCK DIFFERENCE

0.0 1.2 (0.1) 1.1 1.4 0.6

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION

2 2 2 2 2 2

B) RADIO

2 2 2 2 2 2

C) NEWSPAPERS

1 1 1 1 1 1

D) MAGAZINES

1 1 1 1 1 1

E) COUPONS

2 2 2 2 2 2

F) POINT OF SALE

1 1 1 1 1 1

G) BILLBOARDS

1 1 1 1 1 1

H) CINEMA

1 1 1 3 3 3

I) SAMPLING

1 1 1 1 1 1

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EEC 21

(GREECE)

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

	1987	1988	1989	1990	1991	1992
WARNING ON:						
A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2045358833

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: IRELAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	5.8	5.6	5.6	5.7	6.0	6.1
POPULATION TOTAL (MILLIONS)	3.5	3.5	3.5	3.5	3.5	3.5
PER CAPITA CONSUMPTION	1,657	1,600	1,600	1,629	1,714	1,743

COMPANY SHARES %

1) P.J. CARROLL & CO. (ROTHMANS)	51.0	48.9	46.0	43.0	42.2	39.5
2) GALLAHER	28.2	28.5	30.0	32.0	33.0	35.5
3) PLAYER & WILLS (IMPERIAL)	20.1	21.9	23.2	23.5	23.2	23.4
4) OTHERS (IMPORTS)	0.7	0.7	0.8	1.5	1.6	1.6

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1) SILK CUT	GALLAHER	16.0	15.6	N.A.	N.A.	14.9
2) PLAYERS	PLAYER & WILLS	16.5	14.1	N.A.	N.A.	13.7
3) ROTHMANS	P.J. CARROLL	14.0	15.5	N.A.	N.A.	12.4
4) MAJOR EXTRA SIZE	P.J. CARROLL	19.5	17.5	N.A.	N.A.	12.2
5) BENSON & HEDGES	GALLAHER	7.0	7.8	N.A.	N.A.	10.6
6) CARROLLS NO. 1	P.J. CARROLL	13.5	12.8	N.A.	N.A.	N.A.
7) GOLD BOND	GALLAHER	3.5	2.8	N.A.	N.A.	N.A.
8) SWEET AFTON	P.J. CARROLL	2.5	2.5	N.A.	N.A.	N.A.
9) WOODBINE	PLAYERS & WILLS	1.5	1.0	N.A.	N.A.	N.A.
OTHERS		6.0	10.4	N.A.	N.A.	N.A.

MARKET SEGMENTATION %

FILTER	91.2	92.5	N.A.	N.A.	93.5	94.0
NON-FILTER	8.8	7.5	N.A.	N.A.	6.5	6.0

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(IRELAND)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
HIGH	46.5	46.0	N.A.	N.A.	N.A.	N.A.
MEDIUM	35.0	35.0	N.A.	N.A.	N.A.	N.A.
LOW	18.5	19.0	N.A.	N.A.	N.A.	N.A.
TOBACCO TYPE SEGMENTATION %						
BLOND: VIRGINIA	99.0	99.0	99.0	99.0	N.A.	N.A.
LENGTH SEGMENTATION %						
79 MM AND SHORTER	58.0	51.0	N.A.	N.A.	37.0	35.4
80 MM TO 85 MM	40.0	47.0	53.0	55.0	58.0	59.5
85 MM + (LONGER THAN KING SIZE)	2.0	2.0	N.A.	N.A.	5.0	5.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3
HEALTH WARNING & T&N LISTING						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTON	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

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EEC 24

(IRELAND)

	1987	1988	1989	1990	1991	1992
<i>SPECIFIC T&N NUMBERS ON:</i>						
A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
 <i>TAR BANDS PRINTED ON:</i>						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES

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EEC 25

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ISRAEL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (Millions)	7,850	8,035	8,010	8,000	8,739	9,180
OF WHICH LOCAL MANUFACTURE: %	93.0	78.2	74.7	76.5	76.7	73.5
IMPORTED FROM 1) USA	6.6	21.4	24.6	22.7	*23.3	*26.5
2) OTHERS	0.4	0.4	0.7	0.8		
POPULATION TOTAL (MILLIONS)	4.4	4.4	4.5	4.5	4.7	5.0
PER CAPITA CONSUMPTION	1,784	1,826	1,780	1,778	1,859	1,836
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N.A.	26	N.A.	N.A.	N.A.	N.A.
% OF FEMALE POPULATION	N.A.	30	N.A.	N.A.	N.A.	N.A.
% OF MALE POPULATION	N.A.	21	N.A.	N.A.	N.A.	N.A.
COMPANY SHARES %						
1) DUBEK	87.9	73.5	69.3	71.9	76.7	73.5
2) PHILIP MORRIS	2.7	8.8	10.5	11.0	11.3	14.1
3) BROWN & WILLIAMSON	3.5	11.8	12.9	8.9	8.2	8.9
4) OTHERS	5.9	5.9	7.3	7.8	3.8	3.5

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER						
1) TIME	DUBEK	DUBEK	DUBEK	60.0	53.0	48.5	52.8	51.5	**55.1
2) MARLBORO	PM	PM	PM	2.4	7.2	8.3	9.2	8.2	10.2
3) KENT	B&W	B&W	B&W	3.3	11.0	12.1	8.2	7.5	8.0
4) EUROPA	DUBEK	DUBEK	DUBEK	7.8	5.7	5.7	5.9	2.3	**5.9
5) PARLIAMENT	PM	PM	PM	0.3	1.3	1.8	2.3	2.5	2.8
6) CAMEL	RJR	RJR	RJR	0.2	0.4	0.8	1.0	0.8	0.9
7) BROADWAY	DUBEK	DUBEK	DUBEK	9.8	6.6	5.4	6.1	5.8	N/A
8) SHERATON	DUBEK	DUBEK	DUBEK	1.5	2.3	1.8	2.0	2.0	N/A
9) MONTANA	DUBEK	DUBEK	DUBEK	3.4	1.4	1.5	1.7	1.7	N/A
10) ROYAL	DUBEK	DUBEK	DUBEK	1.3	0.6	0.5	0.6	0.7	N/A
OTHERS				10.0	10.5	11.5	10.2	11.4	N/A

*Imported from USA & Others combined.

**Estimate

2045358837

(ISRAEL)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER	99.0	99.0	99.0	99.0	99.0	N.A.
NON-FILTER	1.0	1.0	1.0	1.0	1.0	N.A.
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW						
LOW (15.0 MG AND BELOW)	0.1	0.1	0.1	0.1	N.A.	N.A.
HIGH/FULL FLAVOR (15.1 MG AND ABOVE)	99.9	99.0	99.0	99.0	N.A.	N.A.
TOBACCO TYPE SEGMENTATION %						
BLOND	90.0	90.0	90.0	90.0	N.A.	N.A.
ORIENTAL	10.0	10.0	10.0	10.0	N.A.	N.A.
LENGTH SEGMENTATION %						
70 MM AND SHORTER	2.0	2.0	2.0	1.8	N.A.	N.A.
80 MM TO 85 MM	90.0	90.0	90.0	90.2	N.A.	N.A.
100MM	8.0	8.0	8.0	8.0	N.A.	N.A.
PACK TYPE SEGMENTATION %						
SOFT PACK	10.0	6.0	5.0	4.9	N.A.	N.A.
FLIP TOP BOX	90.0	94.0	95.0	95.1	N.A.	N.A.
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	2	2	2	2	2	2

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EEC 27

(ISRAEL)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

2045358839

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ITALY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	99,167.3	97,580	97,464	90,904	89,343	88,197
OF WHICH LOCAL MANUFACTURE:	60,742	57,239	54,724	46,989	43,566	43,263
IMPORTED FROM 1) HOLLAND	18,181	19,136	19,524	20,082	19,53	18,800
2) GERMANY	10,018	11,307	12,452	13,061	14,062	14,061
3) FRANCE	368	359	306	307	292	292
4) BELGIUM	243	375	571	710	771	740
5) OTHERS	42	41	40	48	48	43
6) FOREIGN BR. UNDER LICENSE	9573	9,123	9,847	9,707	11,074	10,998
POPULATION TOTAL (MILLIONS)	57.3	57.4	57.5	57.5	57.6	57.8
PER CAPITA CONSUMPTION	1,730	1,700	1,695	1,579	1,547	1,526
SMOKER INCIDENCE						
% OF TOTAL POPULATION	24	27	27	26	26	24
% OF FEMALE POPULATION	21	24	23	21	21	20
% OF MALE POPULATION	35	31	32	32	31	28
COMPANY SHARES %						
1) MONITAL	61.1	58.5	56.1	51.7	48.8	48.5
2) PHILIP MORRIS	31.8	34.1	36.3	40.4	42.5	42.9
3) B.A.T.	2.6	2.8	2.7	2.9	3.1	2.9
4) ROTHMANS	1.2	1.3	1.6	2.0	2.4	2.4
5) R.J. REYNOLDS	1.8	2.0	2.0	2.1	2.2	2.2
6) REEMTSMA	0.6	0.5	0.5	0.4	0.4	0.3
7) AUSTRIA TABAKWERKE	0.5	0.4	0.4	0.3	0.3	0.3
OTHERS	0.5	0.5	0.3	0.2	0.3	0.5

2045358840

(ITALY)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) MS	MONITAL	MONITAL	42.6	41.7	40.4	36.8	34.9	37.4
2) MARLBORO	PHILIP MORRIS	PM&(MONITAL LIC)	13.2	14.6	15.9	17.8	18.5	18.6
3) MERIT	PHILIP MORRIS	PHILIP MORRIS	5.0	5.4	5.9	6.7	7.2	7.3
4) DIANA	PHILIP MORRIS	PM&(MONITAL LIC)	4.1	4.5	5.0	5.3	5.5	5.6
5) PM MULTIF.	PHILIP MORRIS	PHILIP MORRIS	3.9	4.0	3.7	3.9	4.2	4.0
6) PHILIP MORRIS	PHILIP MORRIS	PHILIP MORRIS	1.6	1.7	1.8	2.2	2.8	3.5
7) MURATTI-AMB	PHILIP MORRIS	PM&(MONITAL LIC)	3.4	3.3	3.1	3.1	3.0	2.6
8) CAMEL	R.J. REYNOLDS	R.J. REYNOLDS	1.5	1.7	1.9	2.0	2.1	1.9
9) ROTHMANS	ROTHMANS	TURMAC	0.5	0.6	1.0	1.3	1.7	1.9
10) LIDO	MONITAL	MONITAL	2.8	2.6	2.4	2.2	2.0	1.6
11) ALFA	MONITAL	MONITAL	1.9	2.0	1.9	2.0	1.9	1.5
12) KIM	B.A.T.	B.A.T.	1.7	1.7	1.4	1.4	1.4	1.2
13) LINDA	MONITAL	MONITAL	1.4	1.4	1.5	1.5	1.4	1.2
14) ESPORTAZIONE	MONITAL	MONITAL	1.8	1.9	1.8	1.7	1.4	1.1
15) N 80	MONITAL	MONITAL	2.3	1.8	1.7	1.4	1.2	1.1
16) CHESTERFIELD	PHILIP MORRIS	PHILIP MORRIS	0.2	0.3	0.5	0.7	1.1	1.0
OTHERS			11.2	10.7	10.1	10.0	9.7	8.5
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			95.0	95.6	96.3	96.3	96.8	97.8
FILTER MENTHOL			0.3	0.3	0.3	0.3	0.3	0.3
NON-FILTER			4.7	4.1	3.4	3.4	2.9	1.9
PRICE SEGMENTATION % (LAST INCREASE 1/93)								
HIGH	(3701 - 4000)		33.5	35.7	37.7	41.8	44.4	44.5
MEDIUM	(2701 - 3700)		55.7	54.3	53.0	49.2	47.2	48.2
POPULAR	(2700 AND BELOW)		9.9	9.0	8.3	7.9	7.2	6.1
PREMIUM	(4001 AND ABOVE)		0.9	1.0	1.0	1.1	1.3	1.2
TAR & NICOTINE SEGMENTATION %								
ULTRA LIGHTS			5.3	1.9	1.8	2.0	2.6	*3.0
SUPER LIGHTS			0.9	5.6	5.5	6.2	6.6	7.0
LIGHTS			17.8	20.4	23.8	26.3	28.0	*27.9
FULL FLAVOR			76.8	72.1	68.9	65.5	62.9	*62.1

*In 1992 most major brands changed tar/nicotine deliveries from Full Flavor to Lights or Ultra Lights.

(ITALY)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	27.2	29.9	32.9	36.9	39.7	41.4
VIRGINIA	1.1	1.3	1.6	2.0	2.4	2.5
DARK AIR-CURED	9.1	8.0	7.3	7.0	6.4	6.3
EUROPEAN	61.7	60.1	57.5	53.4	50.9	49.3
GERMAN	0.9	0.8	0.7	0.6	0.6	0.5
LENGTH SEGMENTATION %						
74 MM AND SHORTER	4.4	3.5	2.8	2.9	2.4	1.9
75 MM TO 82 MM	26.6	12.5	3.1	2.3	<0.1	<0.1
83 MM TO 88 MM	60.4	74.9	84.8	84.3	86.1	86.9
90 MM TO 95 MM	2.6	2.5	2.4	2.5	2.4	2.1
96 MM TO 101 MM	5.9	6.4	6.7	7.9	9.0	9.0
+102 MM	0.1	0.1	0.1	0.1	0.1	0.1
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	0.1	0.2	0.4	0.7	1.1	1.2
20 CIGTS/PACK	99.9	99.8	99.4	99.3	98.9	98.8
PACK TYPE SEGMENTATION %						
SOFT PACK	58.0	53.4	50.5	46.2	42.1	42.0
FLIP TOP BOX	41.4	46.0	48.9	53.2	57.3	57.5
PRINCESS & OTHERS	0.7	0.6	0.6	0.6	0.6	0.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS:	1) YES					
	2) BANNED					
	3) RESTRICTED					
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2	2
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	2	2	2	2	2	2

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(ITALY)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON: *						
A) PACKS	NO	NO	NO	NO	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR (MILLIONS)	898	871	807	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)	53	49	36	N.A.	N.A.	N.A.

*Printed numbers are not required by law, however, they are printed for marketing purposes for light brands (Marlboro Lights, etc.)

2045358843

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NETHERLANDS

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.6	15.6	16.1	16.7	17.2	16.9
POPULATION TOTAL (MILLIONS)	14.6	14.7	14.8	14.9	15.0	15.1
PER CAPITA CONSUMPTION	1,068	1,059	1,090	1,124	1,148	1,120
SMOKER INCIDENCE						
% OF TOTAL POPULATION	18.6	18.0	17.0	18.0	21.0	21.0
% OF FEMALE POPULATION	22.7	22.0	21.0	22.0	25.0	25.0
% OF MALE POPULATION	14.6	14.0	14.0	15.0	17.0	17.0
COMPANY SHARES %						
1) ROTHMANS	45.9	44.2	42.8	39.5	37.5	36.4
2) PHILIP MORRIS	15.8	17.4	18.6	20.8	22.1	22.8
3) B.A.T.	23.6	23.1	22.7	22.9	22.7	22.3
4) R.J. REYNOLDS	12.3	12.8	13.3	13.9	14.5	14.9
5) REEMTSMA	2.4	2.5	2.6	2.8	3.2	3.6

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(NETHERLANDS)

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1987	1988	1989	1990	1991	1992
1) MARLBORO	P.M.	P.M.	13.7	15.5	16.7	18.9	20.0	20.6
2) CAMEL	REYNOLDS	REYNOLDS	11.8	12.4	12.9	13.5	14.2	14.5
3) CABALLERO	ROTHMANS	ROTHMANS	16.9	16.1	15.5	14.2	13.4	12.5
4) P. STUYVES.	ROTHMANS	ROTHMANS	9.6	9.6	9.5	9.0	8.7	8.6
5) BARCLAY	B.A.T.	B.A.T.	3.1	3.4	4.0	4.9	5.7	6.2
6) PALL MALL	ROTHMANS	ROTHMANS	7.7	7.3	7.0	6.3	5.9	5.4
7) GLADSTONE	B.A.T.	B.A.T.	6.5	6.3	5.9	5.6	5.1	4.7
8) BELINDA	B.A.T.	B.A.T.	5.9	5.5	5.3	4.9	4.6	4.3
9) MANTANO	B.A.T.	B.A.T.	3.8	3.5	3.2	2.8	2.5	2.3
10) TIVOLI	ROTHMANS	ROTHMANS	2.1	1.9	1.9	1.6	1.7	1.7
11) DUNHILL	ROTHMANS	ROTHMANS	2.1	2.0	1.9	1.8	1.7	1.6
12) HB CROWN	B.A.T.	B.A.T.	1.1	1.1	1.2	1.4	1.5	1.5
13) ROXY	GALLAHER	ROTHMANS	2.6	2.4	2.1	1.9	1.5	1.3
14) GAULOISES	SEITA	ROTHMANS	0.6	0.7	0.8	0.9	1.1	1.3
15) WEST	REEMTSMA	REEMTSMA	0.3	0.3	0.4	0.6	0.8	1.1
16) GOLD DOLLAR	B.A.T.	B.A.T.	0.7	0.8	0.7	0.8	0.9	0.9
17) PHILIP MORRIS	P.M.	P.M.	0.6	0.8	0.8	0.8	0.8	0.9
18) CHESTERFIELD	P.M.	P.M.	0.5	0.4	0.5	0.6	0.7	0.8

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	72.2	74.5	76.5	78.9	80.7	82.0
FILTER MENTHOL	4.7	4.6	4.4	4.2	4.1	4.0
NON-FILTER	23.1	20.9	19.1	16.9	15.2	14.0

PRICE SEGMENTATION %

EXPENSIVE	2.7	2.8	2.9	3.3	3.4	3.4
HIGH	22.0	24.0	25.6	28.0	29.9	30.4
POPULAR	61.8	59.7	57.6	57.8	57.6	56.4
SUB POPULAR	11.7	11.6	12.1	9.2	7.2	7.9
CHEAP	1.8	1.9	1.8	1.7	1.9	1.9

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(NETHERLANDS)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
ULTRA LIGHTS (3.0 MG AND BELOW)	6.8	6.9	7.6	8.5	9.3	10.0
LIGHTS (7.0 - 12.9 MG)	8.6	9.1	9.5	10.4	11.4	12.4
FULL FLAVOR (13.0 MG AND ABOVE)	84.7	84.0	82.9	81.1	79.4	77.6
TOBACCO TYPE SEGMENTATION %						
CONTINENTAL	49.1	47.7	46.5	44.6	43.1	42.1
AMERICAN	41.0	42.7	44.1	46.5	48.2	49.2
VIRGINIA	4.0	3.8	3.6	3.2	3.0	2.8
BLACK	1.2	1.3	1.4	1.5	1.7	1.9
MENTHOL	4.7	4.5	4.4	4.2	4.0	4.0
LENGTH SEGMENTATION %						
REGULAR (70 - 80 mm)	21.9	19.8	18.0	16.5	15.0	13.9
KS (80 - 90 mm)	72.6	74.5	76.3	77.8	79.3	80.4
LTKS (90 - 100 mm)	1.3	1.1	1.0	0.9	0.8	0.8
100 mm	4.0	4.5	4.6	4.7	4.8	4.8
120 mm	0.2	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	71.9	58.3	45.3	34.9	27.9	24.1
FLIP TOP BOX	26.2	40.0	53.0	63.6	70.7	74.7
PRINCESS & OTHERS	1.9	1.7	1.7	1.5	1.4	1.2

2045358846

(NETHERLANDS)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	3	2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES	YES

SPECIFIC T & N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BRANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2045358847

(NETHERLANDS)

1987

1988

1989

1990

1991

1992

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	592	528	519	487	484	477
PIPE TOBACCO (THOUSAND KILOS)	702	690	*850	*892	*897	*810
ROLL YOUR OWN (THOUSAND KILOS)	16,680	16,368	16,147	16,953	17,037	15,390
CHEWING TOBACCO (THOUSAND KILOS)	176	172	---	---	---	---

*Includes Chewing Tobacco

2045358848

EEC 37

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PORTUGAL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	14,134	14,213	14,328	14,977	15,542	15,651
OF WHICH LOCAL MANUFACTURE:	4,488	4,734	4,907	4,599	5,192	14,575
IMPORTED FROM 1) BELGIUM	---	---	---	42	258	1,076
2) SPAIN	---	---	---	3	2	---
POPULATION TOTAL (MILLIONS)	9,723	10,269	10,305	10,355	9,859	9,846
PER CAPITA CONSUMPTION	1,454	1,382	1,388	1,449	1,576	1,590
SMOKER INCIDENCE						
% OF TOTAL POPULATION	29.8	21.0	19.0	22.0	21.0	21.0
% OF FEMALE POPULATION	14.7	8.0	9.0	9.0	9.0	10.0
% OF MALE POPULATION	46.6	36.0	32.0	37.0	31.0	33.0
COMPANY SHARES %						
1) TABAQUEIRA	99.1	99.2	99.2	98.7	97.5	92.2
2) PHILIP MORRIS	0.5	0.5	0.5	0.7	1.7	6.9
3) R.J. REYNOLDS	0.3	0.2	0.2	0.5	0.7	0.9
4) SEITA	0.1	0.1	0.1	0.1	0.1	<0.1
5) TABACALERA	---	---	---	<0.1	<0.1	---

2045358849

(PORTUGAL)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)SG	TABAQUEIRA	TABAQUEIRA	80.5	82.9	84.2	85.5	85.1	80.8
2)MARLBORO	P. MORRIS	P. MORRIS	0.4	0.4	0.4	0.6	1.7	6.9
3)PORTUGUES SUAVE	TABAQUEIRA	TABAQUEIRA	8.5	8.2	8.2	7.7	7.2	6.6
4)SURF LIGHTS	TABAQUEIRA	TABAQUEIRA	---	---	---	---	1.0	1.7
5)KENTUCKY	TABAQUEIRA	TABAQUEIRA	6.2	4.9	3.8	2.8	1.8	0.9
6)RITZ	TABAQUEIRA	TABAQUEIRA	1.5	1.1	1.0	0.9	0.8	0.7
7)CAMEL BOX	REYNOLDS	TABAQUEIRA	<0.1	<0.1	<0.1	0.3	0.5	0.6
8)PROVISORIOS	TABAQUEIRA	TABAQUEIRA	0.8	0.7	0.6	0.6	0.6	0.5
9)DEFINITIVOS	TABAQUEIRA	TABAQUEIRA	0.5	0.3	0.4	0.5	0.6	0.5
10)CT KS	TABAQUEIRA	TABAQUEIRA	0.4	0.4	0.4	0.4	0.3	0.3
11)SINTRA	TABAQUEIRA	TABAQUEIRA	0.3	0.3	0.3	0.3	0.2	0.2
12)WINSTON	REYNOLDS	TABAQUEIRA	<0.1	<0.1	<0.1	0.2	0.2	0.2
13)GAULOISES	SEITA	TABAQUEIRA	<0.1	<0.1	<0.1	<0.1	0.1	<0.1
14)VALMONT	REYNOLDS	TABAQUEIRA	0.1	0.1	<0.1	<0.1	<0.1	<0.1
15)BOND	P. MORRIS	TABAQUEIRA	0.2	0.1	<0.1	<0.1	---	---
16)OTHERS			0.4	0.7	0.4	0.2	<0.1	0.1

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	90.2	92.0	93.2	94.5	95.9	96.8
FILTER MENTHOL	0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER	9.7	7.9	6.7	5.4	4.1	3.1

PRICE SEGMENTATION % (LAST INCREASE 5/92)

PREMIUM (295 AND ABOVE)	0.5	0.6	0.7	1.2	2.5	7.7
HIGH (255 - 270)	7.0	9.7	9.7	10.3	10.2	9.2
MEDIUM HIGH (245 - 250)	34.4	34.7	35.2	33.5	31.5	28.6
MEDIUM (230 - 235)	49.9	48.9	49.4	51.0	52.9	52.5
LOW (200)	1.6	1.3	1.3	1.1	1.0	1.0
POPULAR (115)	6.2	4.9	3.8	2.8	1.8	0.9

TAR & NICOTINE CATEGORIES SEGMENTATION %

FULL FLAVOR (10.1 MG AND ABOVE)	93.1	90.4	90.4	89.6	88.4	87.0
LIGHTS (6.1 - 10.0 MG)	5.7	6.6	7.4	8.1	9.5	10.8
SUPERLIGHTS (3.1 - 6.0 MG)	1.1	3.0	2.2	2.3	2.1	2.2

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EEC 39

(PORTUGAL)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	82.1	84.4	85.9	87.3	89.1	90.7
EUROPEAN	17.8	15.5	14.3	12.6	10.8	9.2
BLACK	0.1	0.1	0.1	0.1	0.1	<0.1
LENGTH SEGMENTATION %						
70 MM AND SHORTER	51.0	48.5	47.9	48.7	48.9	47.3
80 MM to 85 MM	49.0	51.5	52.1	51.3	51.1	52.7
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	6.2	4.9	3.8	2.8	1.8	0.9
20 TO CIGTS/PACK	92.5	94.1	95.2	97.2	98.2	99.1
21 TO 24 CIGTS/PACK	1.3	1.0	1.0	---	---	---
PACK TYPE SEGMENTATION %						
SOFT PACK	90.5	89.8	89.8	88.6	87.5	83.0
FLIP TOP BOX	9.5	10.2	10.2	11.4	12.5	17.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	1	1	1	1	1	1

2045358851

(PORTUGAL)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS*

CIGARS (MILLIONS)
SMALL CIGARS (MILLIONS)
PIPE TOBACCO (THOUSAND KILOS)
ROLL YOUR OWN (THOUSAND KILOS)

0.33	0.41	0.27	N.A.	N.A.	N.A.
2.42	2.94	2.16	N.A.	N.A.	N.A.
12.8	12.4	11.6	N.A.	N.A.	N.A.
121.0	117.3	103.6	N.A.	N.A.	N.A.

2045358852

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SPAIN MAINLAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	79,956	77,315	79,357	81,908	84,458	80,329
OF WHICH LOCAL MANUFACTURE:	79,576	76,900	78,871	81,448	83,895	79,752
IMPORTED FROM 1) U.S.A.	33	<1	---	---	---	---
2) U.K.	115	165	148	117	142	115
3) GERMANY	66	93	100	68	88	178
4) OTHERS	166	157	238	275	333	284
POPULATION TOTAL (MILLIONS)	37,389	38,736	38,795	38,925	38,994	39,056
PER CAPITA CONSUMPTION	2,138	1,994	2,045	2,102	2,165	2,057
SMOKER INCIDENCE						
% OF TOTAL POPULATION	38.3	30.0	34.0	34.0	35.0	32.0
% OF FEMALE POPULATION	23.8	18.0	23.0	25.0	24.0	23.0
% OF MALE POPULATION	53.4	41.0	45.0	44.0	47.0	42.0
COMPANY SHARES %						
1) TABACALERA (T.S.A.)	73.6	71.6	70.3	67.4	64.6	67.9
2) PHILIP MORRIS (P.M.)	6.8	8.7	10.5	12.9	15.8	14.7
3) R.J. REYNOLDS (R.J.R.)	9.0	9.4	9.6	10.1	10.1	7.9
4) B.A.T. (B.A.T.)	4.7	5.0	4.9	5.3	5.5	5.3
5) C.I.T.A. (C.I.T.A.)	5.2	4.5	4.0	3.7	3.3	3.4
6) ROTHMANS	0.2	0.3	0.3	0.3	0.4	0.3
OTHERS	0.5	0.5	0.4	0.3	0.3	0.4

20458853

(SPAIN MAINLAND)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DUCADOS	T.S.A.	T.S.A.	36.0	34.6	34.1	31.7	29.4	29.2
2) FORTUNA	T.S.A.	T.S.A./P.M.	22.6	23.2	23.5	24.5	23.9	27.0
3) MARLBORO	P.M.	P.M./T.S.A	5.2	7.1	8.7	10.7	13.4	11.9
4) WINSTON	R.J.R.	T.S.A./R.J.R.	7.7	7.8	7.7	8.0	7.9	6.2
5) LUCKY STRIKE	B.A.T.	B.A.T.	2.8	3.0	3.1	3.6	3.9	3.8
6) CELTAS	T.S.A.	T.S.A	5.2	4.8	4.1	3.1	3.4	3.1
7) BN	T.S.A	T.S.A	3.1	3.1	3.0	2.9	2.8	2.9
8) CHESTERFIELD	P.M.	P.M.	1.5	1.5	1.6	1.9	2.3	2.7
9) NOBEL	T.S.A.	P.M.	1.6	1.5	1.6	1.7	1.8	2.2
10) HABANOS	T.S.A	T.S.A	1.6	1.7	1.8	1.7	1.7	1.8
11) CAMEL	R.J.R.	R.J.R.	1.3	1.6	1.8	2.1	2.2	1.7
12) ROYAL CROWN	B.A.T.	B.A.T.	1.5	1.3	1.3	1.3	1.2	1.2
13) REX	C.I.T.A.	C.I.T.A.	1.8	1.6	1.4	1.2	1.1	1.0
14) DIANA	T.S.A.	T.S.A	0.8	0.8	0.7	0.7	0.6	0.8
15) CORONAS	C.I.T.A.	C.I.T.A.	0.7	0.6	0.6	0.6	0.7	0.6
16) OTHERS			6.6	5.8	5.0	4.3	3.7	3.9

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	96.4	96.9	98.3	99.2	99.2	99.2
FILTER MENTHOL	0.4	0.5	0.4	0.4	0.5	0.5
NON-FILTER	3.2	2.6	1.3	0.4	0.3	0.3

PRICE SEGMENTATION % (LAST INCREASE 1/93)

PREMIUM (246 AND ABOVE)	0.2	0.2	0.2	0.2	0.2	0.1
HIGH (210 - 245)	14.8	17.4	19.2	21.7	24.3	20.6
MEDIUM HIGH (175 - 209)	1.7	4.9	4.9	5.6	6.7	6.8
MEDIUM (150 - 174)	28.6	26.2	26.5	27.6	27.1	30.5
MEDIUMLOW (90 - 149)	8.3	7.7	7.6	7.2	7.0	7.7
LOW (89 AND BELOW)	46.2	43.7	41.7	37.7	34.7	34.2

2045358854

(SPAIN MAINLAND)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10.1 MG AND ABOVE)	96.7	96.6	96.4	96.3	96.1	95.3
LIGHTS (6.1 - 10.0 MG)	3.3	3.3	3.4	3.5	3.6	4.2
SUPERLIGHTS/ULTRALIGHTS (6.0 MG AND BELOW)	--	0.1	0.2	0.3	0.3	0.5
LENGTH SEGMENTATION %						
70 MM (REGULAR)	2.4	2.0	1.3	0.4	0.3	0.3
80 MM (LONG SIZE)	21.4	24.0	26.3	29.6	33.0	31.0
85 MM (KING SIZE)	75.4	73.1	71.6	69.2	65.9	68.0
95 MM (LTKS)	0.3	0.3	0.3	0.2	0.2	0.2
100 MM	0.5	0.5	0.5	0.5	0.5	0.4
120 MM	<0.1	0.1	<0.1	<0.1	<0.1	<0.1
PACK COUNT SEGMENTATION %						
10 TO 18 CIGTS/PACK	0.2	---	---	<0.1	<0.1	<0.1
20 CIGTS/PACK	99.8	100.0	100.0	99.9	99.8	99.9
OVER 20 CIGTS/PACK	<0.1	<0.1	<0.1	<0.1	<0.2	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	75.1	72.6	69.9	66.6	62.6	64.3
FLIP TOP BOX	24.7	27.1	29.8	33.1	37.1	35.4
PRINCESS & OTHERS	0.2	0.3	0.3	0.3	0.3	0.2
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	45.2	48.2	50.1	54.3	57.3	57.8
VIRGINIA	2.0	2.0	1.9	1.8	1.9	1.7
GERMAN	0.1	0.1	0.1	0.1	0.1	0.1
EUROPEAN	<0.1	0.1	0.1	<0.1	<0.1	<0.1
BLACK	52.6	49.7	47.9	43.8	40.7	40.4

2045358855

EEC 44

(SPAIN MAINLAND)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS:	1) YES					
	2) BANNED					
	3) RESTRICTED					
A) TELEVISION (a)	*1	2	2	2	2	2
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE (b)	3	3	3	3	3	3
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING (b)	3	3	3	3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON: *						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	779.3	747.9	728.7	729.4	725.5	694.5
PIPE TOBACCO (THOUSAND KILOS)	108.3	97.6	96.8	96.7	103.0	101.0
ROLL YOUR OWN (THOUSAND KILOS) (c)	462.4	524.0	430.9	451.6	421.7	436.9
SNUFF (KILOS)	N.A.	381.0	110.1	51.7	22.1	35.5
CHEWING TOBACCO (KILOS)	N.A.	46.0	61.0	N.A.	N.A.	N.A.

*Only for LTN brands

(a) No advertising on TV by law from November 11. 1988

(b) Allowed only in tobacco shops

(c) As of 1988 including Ideales Cuadrado

9988999102

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED KINGDOM

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	98,126	96,999	98,045	98,326	95,405	88,990
POPULATION TOTAL (MILLIONS)	56.5	57.0	57.1	57.3	57.5	57.6
PER CAPITA CONSUMPTION	1,737	1,702	1,717	1,715	1,660	1,544
SMOKER INCIDENCE						
% OF TOTAL POPULATION	25	23	22	22	25	24
% OF FEMALE POPULATION	26	24	23	23	25	24
% OF MALE POPULATION	25	22	22	22	25	24
COMPANY SHARES % *						
1) GALLAHER	35.7	38.5	40.1	41.9	41.2	39.2
2) IMPERIAL	39.3	37.1	34.9	33.2	33.8	34.1
3) CARRERAS-ROTHMANS	9.4	9.0	9.3	9.0	8.5	10.7
4) OWN LABEL	7.0	6.7	6.9	7.3	7.9	7.6
5) PHILIP MORRIS	4.8	5.0	5.0	4.8	4.8	4.8
6) R.J. REYNOLDS	3.3	3.3	3.5	3.4	3.3	3.2
OTHERS	0.4	0.3	0.3	0.4	0.4	0.4

*Based on RAL Audit - consumer sales

2045358857

(UNITED KINGDOM)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES % *								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BENSON AND HEDGES	GALLAHER	GALLAHER	18.6	19.2	19.1	19.1	18.2	17.1
2) EMBASSY/REGAL	WILLS	WILLS	14.4	13.9	13.9	14.8	15.5	15.3
3) SILK CUT	GALLAHER	GALLAHER	7.5	8.3	9.2	10.0	10.2	9.7
4) BERKELEY	GALLAHER	GALLAHER	6.4	8.0	9.0	9.8	10.0	9.7
5) SUPERKINGS	IMPERIAL	IMPERIAL	6.6	5.7	5.4	5.2	6.7	8.4
6) LAMBERT & BUTLER	WILLS	WILLS	6.8	7.5	7.3	7.4	7.0	6.2
7) ROTHMANS	ROTHMANS	ROTHMANS	2.5	2.4	2.3	2.2	2.2	5.6
8) JOHN PLAYER SPECIAL	PLAYERS	PLAYERS	5.5	4.8	4.3	3.9	4.0	3.5
9) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	2.4	2.3	2.3	2.5	2.6	2.5
10) RAFFLES	PHILIP MORRIS	PHILIP MORRIS	2.4	2.7	2.6	2.3	2.3	2.3
MARKET SEGMENTATION % *								
FILTER (NON-MENTHOL)			95.6	95.7	N.A.	N.A.	N.A.	N.A.
FILTER MENTHOL			1.5	1.7	N.A.	N.A.	N.A.	N.A.
NON-FILTER			2.9	2.6	N.A.	N.A.	N.A.	N.A.
PRICE SEGMENTATION % *								
PREMIUM			N.A.	N.A.	62.7	61.2	60.5	N.A.
LOW			N.A.	N.A.	30.3	31.5	31.6	N.A.
OWN LABEL			N.A.	N.A.	7.0	7.3	7.9	N.A.

*Based on RAL Audit - Consumer Sales.

2045358858

(UNITED KINGDOM)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
LOW (1-10 MG)	16.2	17.2	18.7	20.1	21.0	21.5
LOW TO MIDDLE (11-16 MG)	45.8	45.8	48.1	48.3	49.3	**78.5
MIDDLE/FULL FLAVOR (17-22 MG)	37.8	36.7	32.8	31.2	29.3	
MIDDLE TO HIGH (23-28 MG)	0.2	0.1	---	---	---	
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	2.5	2.4	2.6	2.7	2.8	N.A.
VIRGINIA	97.5	97.6	95.5	95.3	95.0	N.A.
BLACK	*	*	1.9	2.0	2.2	N.A.
LENGTH SEGMENTATION %						
70 MM TO 79 MM	8.0	7.4	6.4	5.5	4.8	4.4
80 MM TO 85 MM	67.6	63.9	64.1	64.5	64.4	65.2
86 MM ABOVE	24.4	26.1	27.3	29.9	30.7	29.0
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	9.8	9.6	9.3	9.2	9.8	10.2
20 CIGTS/PACK	90.2	90.4	90.7	90.8	90.2	89.8
PACK TYPE SEGMENTATION %						
SOFT PACK	*	*	*	*	*	N.A.
FLIP TOP BOX	99.0	99.0	99.0	99.0	99.0	N.A.
SLIDE AND SHELL	*	*	*	*	*	N.A.
PRINCESS PACK	*	*	*	*	*	

*Denotes less than 1%-No data available for vending packs which historically range between 16-20 cigarettes per pack depending on prices.

**Tar & Nicotine Segmentations except low (1-10mg) combined.

2045358859

(UNITED KINGDOM)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING (EXCEPT SPORTS SPONSORSHIP)	YES	YES	YES	YES	YES	YES

2045358860

(UNITED KINGDOM)

	1987	1988	1989	1990	1991	1992
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR(MILLIONS)	1,649	1,766	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	2,290	2,442	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	4,275	4,287	N.A.	N.A.	N.A.	N.A.

2045358861

II. E.E.M.A.

ALGERIA

AUSTRIA

BAHRAIN

BULGARIA

CZECH REPUBLIC

EGYPT

FINLAND

GABON

HUNGARY

IVORY COAST

KUWAIT

MALI

MALTA

MOROCCO

NIGERIA

NORWAY

OMAN

POLAND

QATAR

REUNION

ROMANIA

SAUDI ARABIA

2045358862.4

2045358862

II. E.E.M.A. (CONT'D)

SENEGAL

SWEDEN

SWITZERLAND

TUNISIA

TURKEY

UNITED ARAB EMIRATES

2045358863

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ALGERIA

	1987	1988	1989	1990	1991	1992
					EST.	EST.
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	18.9	19.6	15.9	16.6	17.2	18.0
PER CAPITA CONSUMPTION	821	829	655	664	670	N.A.
COMPANY SHARES %						
1) SNTA	92.5	92.5	90.5	94.8	100.0	100.0
2) PHILIP MORRIS	2.9	4.5	6.4	1.8	--	--
3) R.J. REYNOLDS	3.4	3.0	3.1	3.4	--	--
4) ROTHMANS	1.2	--	--	--	--	--
COMPANY SHARES - INTERNATIONAL SEGMENT %						
1) PHILIP MORRIS	38.9	60.8	67.6	33.6	--	--
2) R.J. REYNOLDS	45.4	39.2	32.4	66.4	--	--
3) ROTHMANS	15.7	--	--	--	--	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		2	2	2	2	2
D) MAGAZINES		2	2	2	2	2
E) COUPONS		2	2	2	2	2
F) POINT OF SALE		2	2	2	2	2
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		3	2	2	2	2

2045358864

PHILIP MORRIS INTERNATIONAL FACT BOOK

(ALGERIA)

	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		--	--	--	--	--
SPECIFIC T&N NUMBERS ON:						
A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		--	--	--	--	--

2045358865

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLION)	15.2	14.5	14.1	14.4	14.7	14.3
POPULATION TOTAL (MILLIONS)	7.6	7.6	7.6	7.6	7.7	N.A.
PER CAPITA CONSUMPTION	2,057	1,968	1,912	1,865	1,903	N.A.

COMPANY SHARES %

1) A.T.W.	71.1	68.7	65.9	71.7	71.4	70.0
2) PHILIP MORRIS	7.9	9.5	10.9	12.5	14.4	16.5
3) B.A.T.	5.1	5.0	4.5	4.7	4.5	4.4
4) REEMTSMA	4.2	4.3	4.3	4.1	3.8	3.6
5) OTHERS	11.7	12.5	14.4	7.0	5.9	5.5

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)MEMPHIS	A.T.W.	A.T.W.	18.0	18.5	19.2	23.3	24.3	25.0
2)MARLBORO	PHILIP MORRIS	A.T.W.	7.8	9.4	10.8	12.2	14.0	15.9
3)MILDE SORTE	A.T.W.	A.T.W.	10.6	11.6	11.6	13.1	12.6	12.6
4)HOBBY	A.T.W.	A.T.W.	12.7	11.2	9.9	8.7	7.7	7.1
5)DAMES	A.T.W.	A.T.W.	8.5	7.3	6.7	6.1	5.7	5.3
6)FALK	A.T.W.	A.T.W.	10.0	8.9	7.4	6.4	5.7	5.2
7)HB	A.T.W.	A.T.W.	5.1	5.0	4.5	4.2	4.1	4.0
8)ERNTE 23	REEMTSMA	A.T.W.	4.2	4.3	4.3	4.1	3.8	3.6
9)CASABLANCA	A.T.W.	A.T.W.	0.6	1.2	2.3	2.7	2.6	2.5
10)MAVERICK	A.T.W.	A.T.W.	1.9	2.0	1.9	2.0	2.0	1.9

2045358866

(AUSTRIA)

	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER	99.6	99.6	99.7	99.0	99.1	100.0
NON-FILTER	0.4	0.4	0.3	1.0	0.9	--
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	70.4	73.8	74.6	71.6	71.9	70.8
LIGHTS	29.6	26.2	25.4	27.2	26.5	26.2
SUPERLIGHTS	---	---	---	1.2	1.5	3.0
LENGTH SEGMENTATION %						
80-84 MM	100.0	99.9	99.7	96.9	97.0	96.6
94 AND 100 MM	---	0.1	0.3	3.1	3.0	3.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	44.8	40.6	36.2	35.7	32.5	29.5
FLIP TOP BOX	55.2	59.4	63.8	64.3	67.5	70.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	2	*2	*2
D) MAGAZINES	3	3	3	2	*2	*2
E) COUPONS	3	3	3	2	*2	*2
F) POINT OF SALE	1	1	1	2	*2	*2
G) BILLBOARDS	1	1	1	2	*2	*2
H) CINEMA	1	1	1	2	*2	*2
I) SAMPLING	1	1	1	2	*2	*2

*Cigarette advertising and sponsorships according to agreement with the monopoly, Austria Tabak.

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(AUSTRIA)

	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2045358868

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BAHRAIN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.5	0.6	0.6	0.6	0.7
PER CAPITA CONSUMPTION	1,307	1,155	1,141	1,236	1,179	N.A.
COMPANY SHARES %						
1)PHILIP MORRIS	20.0	20.8	23.9	30.0	35.4	36.3
2)ROTHMANS	41.0	37.0	36.0	32.6	31.0	32.6
3)B.A.T.	20.8	17.4	16.1	17.0	13.5	11.7
4)R.J. REYNOLDS	5.3	11.6	12.0	9.9	9.9	11.2
5)GALLAHER	4.5	4.0	3.5	3.4	3.8	2.6
6)BROWN & WILLIAMSON	5.1	6.0	6.0	3.9	3.1	2.4
OTHERS	3.2	3.1	2.5	3.2	3.3	3.2

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1)MARLBORO	PHILIP MORRIS	18.1	18.9	19.5	19.8	20.0
2)ROTHMANS	ROTHMANS	16.0	15.7	15.1	15.4	15.6
3)I&M	PHILIP MORRIS	1.3	1.4	3.9	9.8	13.5
4)PLAYERS GOLD LEAF	B.A.T.	12.1	10.6	10.3	11.8	9.5
5)JUBILEE	ROTHMANS	5.1	4.6	4.4	3.5	2.4
6)DUNHILL	ROTHMANS	16.6	11.4	9.8	8.3	7.6
7)MONTE CARLO	R.J. REYNOLDS	---	---	---	---	3.3
8)DORCHESTER	R.J. REYNOLDS	0.5	2.1	3.9	4.9	4.5
9)CRAVEN A	ROTHMANS	1.7	3.8	5.4	4.1	4.5
10)KENT	BROWN & WILLIAMSON	4.9	5.1	5.0	3.4	2.7

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10-12 MG)	81.8	77.2	76.2	74.0	72.0	73.2
LIGHTS (6-10 MG)	15.6	19.5	20.9	23.0	25.7	24.6
SUPERLIGHTS (<6 MG)	2.6	3.3	2.9	2.9	2.3	2.2

2045358869

PHILIP MORRIS INTERNATIONAL FACT BOOK

(BAHRAIN)

	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	67.2	61.3	60.8	60.0	54.8	52.4
AMERICAN	30.1	36.5	38.7	39.8	45.0	47.5
OTHERS	2.7	2.2	0.5	0.2	0.2	0.1
PRICE SEGMENTATION %						
ABOVE PREMIUM	1.9	1.6	1.6	1.4	1.3	1.3
PREMIUM	64.6	40.8	38.9	35.9	35.8	30.7
BELOW PREMIUM	6.5	23.0	21.7	20.2	18.6	17.7
MEDIUM	13.6	2.6	2.6	14.2	12.9	11.4
LOW	9.7	18.4	18.0	9.9	22.7	23.4
CHEAP	3.8	13.6	17.2	18.4	8.7	15.5

2045358870

(BAHRAIN)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	*3	*3	3	*3	*3
D) MAGAZINES	1	1	1	*3	1
E) COUPONS	2	1	1	1	N.A.
F) POINT OF SALE	3	3	3	1	1
G) BILLBOARDS	3	2	2	2	2
H) CINEMA	2	2	2	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Quarter page maximum size.

2045358871

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BULGARIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	16.5	16.5	16.5	16.5	16.3	16.6
POPULATION TOTAL (MILLIONS)	8.9	8.9	8.9	8.5	8.6	8.6
PER CAPITA CONSUMPTION	1,854	1,854	1,854	1,854	1,895	1,930

COMPANY SHARES IMPORTS SEGMENT %

1) PHILIP MORRIS	42.8	46.1	43.5	45.6	47.2	49.7
2) ROTHMANS	11.5	11.0	13.7	12.9	11.6	10.6
3) PAPA STRATOS	---	---	---	---	11.6	10.4
4) BROWN & WILLIAMSON	20.6	20.7	17.5	15.6	9.2	10.3
5) R.J. REYNOLDS	9.9	9.6	11.2	12.9	10.0	9.6
6) B.A.T. (GERMANY HB)	9.0	6.5	7.8	8.6	6.7	7.1
7) BRINKMANN	3.1	3.2	3.8	3.0	1.7	1.1
8) REEMTSMA	2.2	2.9	2.5	1.4	0.8	0.4
9) OTHERS	---	---	---	---	1.2	0.8

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2
B) RADIO		2	2	2
C) NEWSPAPERS		2	2	2
D) MAGAZINES		2	2	2
E) COUPONS		N.A.	N.A.	N.A.
F) POINT OF SALE		1	1	1
G) BILLBOARDS		2	2	2
H) CINEMA		2	2	2
I) SAMPLING		1	1	1

2045358872

PHILIP MORRIS INTERNATIONAL FACT BOOK

BULGARIA

	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTING						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS				YES	YES	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				N.A.	N.A.	N.A.
SPECIFIC T&N NUMBERS ON:						
A) PACKS				NO	NO	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				N.A.	N.A.	N.A.

2045358873

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CZECH REPUBLIC

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)*	--	--	25.6	26.5	27.2	25.3
PER CAPITA CONSUMPTION	--	--	1,638	1,701	1,748	N.A.
COMPANY SHARES %						
1) PHILIP MORRIS - TABAK	--	--	57.5	57.8	59.6	66.9
2) S.I.T.	--	--	41.8	41.2	39.6	32.1
3) A.T.W.	--	--	0.7	1.0	0.8	1.0

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP						
1) PETRA	PHILIP MORRIS	--	--	28.3	29.5	34.4	37.2
2) MARS	S.I.T.	--	--	25.0	24.5	27.6	21.3
3) SPARTA	PHILIP MORRIS	--	--	8.3	9.2	10.4	11.0
4) START	PHILIP MORRIS	--	--	7.5	7.8	6.1	9.3
5) DALILA	S.I.T.	--	--	11.9	11.9	8.2	6.7
6) MARLBORO	PHILIP MORRIS	--	--	0.5	0.4	1.2	5.3
7) INKA	S.I.T.	--	--	--	--	0.8	2.4
8) DISCO	PHILIP MORRIS	--	--	3.0	3.4	2.5	1.1
9) BAKARA	PHILIP MORRIS	--	--	--	--	0.1	1.0
10) CLEA	PHILIP MORRIS	--	--	5.7	4.6	2.7	0.9

*Excludes Imports.

2045358874

PHILIP MORRIS INTERNATIONAL FACT BOOK

CZECH REPUBLICS

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED						
A) TELEVISION				2	3	3
B) RADIO				2	3	3
C) NEWSPAPERS				3	3	3
D) MAGAZINES				3	3	3
E) COUPONS				3	3	3
F) POINT OF SALE				3	3	3
G) BILLBOARDS				3	3	3
H) CINEMA				3	3	3
I) SAMPLING				3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
				YES	YES	YES
B) CARTONS						
				NO	NO	NO
C) ADVERTISING						
				NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
				NO	YES	YES
B) CARTONS						
				NO	NO	NO
C) ADVERTISING						
				NO	NO	NO

2045358875

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EGYPT

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	48.7	45.3	43.5	41.2	41.5	39.5
PER CAPITA CONSUMPTION	910	841	789	730	718	N.A.
COMPANY SHARES %						
1) EASTERN TOBACCO	96.9	97.1	96.9	95.9	95.7	95.0
2) PHILIP MORRIS (LIC. 1986)	2.5	2.2	2.2	3.2	3.6	4.5
3) ROTHMANS (LIC. 1986)	0.4	0.3	0.4	0.4	0.5	0.2
OTHERS	0.2	0.4	0.5	0.5	0.2	0.3

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP					
1) CLEOPATRA	EASTERN TOBACCO	94.7	94.4	93.8	90.8	90.9
2) MARLBORO	PHILIP MORRIS	2.5	2.2	2.2	3.2	3.6
3) OTHER LOCAL	EASTERN TOBACCO	2.2	2.7	3.1	5.1	4.8
4) ROTHMANS	ROTHMANS	0.4	0.3	0.4	0.3	0.4
5) KENT	B.A.T.	0.2	0.2	0.2	0.2	0.1

MARKET SEGMENTATION %

FILTER	100.0	100.0	100.0	100.0	100.0	100.0
--------	-------	-------	-------	-------	-------	-------

TAR & NICOTINE SEGMENTATION %

HIGH/FULL FLAVOR	94.8	96.4	97.4	97.9	99.1	99.1
LOW	5.2	3.6	2.6	2.1	0.9	0.9

LENGTH SEGMENTATION %

80/85 MM	69.0	74.7	77.8	74.1	77.6	81.6
100 MM	31.0	25.3	22.2	25.9	22.4	18.4

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(EGYPT)

	1987	1988	1989	1990	1991	1992
PACK TYPE SEGMENTATION %						
SOFT	91.2	93.5	94.3	91.9	92.2	92.3
BOX	8.8	6.5	5.7	8.1	7.8	7.7
TOBACCO TYPE SEGMENTATION %						
ORIENTAL	96.9	97.1	96.9	95.9	95.7	95.0
AMERICAN	2.7	2.4	2.5	3.6	3.7	4.7
VIRGINIA	0.4	0.4	0.6	0.5	0.6	0.3
COMPANY SHARES-INTERNATIONAL SEGMENT %						
1) PHILIP MORRIS	81.2	77.2	71.5	79.0	84.2	90.6
2) ROTHMANS	11.4	11.2	14.6	9.5	10.8	4.6
3) GALLAHER	1.0	2.2	3.1	1.9	1.8	1.6
4) BROWN & WILLIAMSON	5.1	6.7	6.8	4.6	1.8	1.5
5) R.J. REYNOLDS	0.3	1.2	2.4	4.0	0.9	1.2
6) AMERICAN TOBACCO	--	--	--	0.4	0.4	0.4
7) B.A.T.	0.9	1.5	1.6	0.7	0.2	0.1
OTHERS	0.1	--	--	--	--	--

BRAND FAMILY SHARES - INTERNATIONAL SEGMENT %

BRAND NAME	TRADEMARK OWNERSHIP						
1) MARLBORO	PHILIP MORRIS	81.2	77.2	71.5	79.0	84.2	90.1
2) ROTHMANS	ROTHMANS	11.4	11.2	13.4	7.7	9.4	3.7
3) SILK CUT	GALLAHER	1.0	2.2	3.1	1.9	1.8	1.6
4) KENT	BROWN & WILLIAMSON	5.1	6.7	6.8	4.6	1.8	1.5
5) DUNHILL	ROTHMANS	--	--	1.2	1.8	1.4	0.9
6) CAMEL	R.J. REYNOLDS	0.3	0.6	0.6	0.8	0.3	0.3
7) WINSTON	R.J. REYNOLDS	--	0.6	1.7	3.2	0.6	0.2
8) DU MAURIER	B.A.T.	0.9	1.5	1.6	0.7	0.2	0.1

2045358877

(EGYPT)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	*1	*1
D) MAGAZINES	3	3	3	*1	*1
E) COUPONS	-	-	3	*1	*1
F) POINT OF SALE	3	3	3	*1	*1
G) BILLBOARDS	3	3	3	*1	*1
H) CINEMA	2	2	2	2	2
I) SAMPLING	1	1	3	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Restrictions on use of government buildings or official newspapers, schools, hospitals.

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FINLAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.7	7.4	7.7	7.1	6.9	6.9
PER CAPITA CONSUMPTION	1,569	1,502	1,552	1,431	1,362	N.A.
COMPANY SHARES %						
1)PHILIP MORRIS	59.9	62.3	63.6	65.5	64.5	64.8
2)SUOMEN-TUPAKKA (BAT)	20.1	19.8	19.0	18.3	18.5	17.1
3)RETTIG	15.3	13.3	12.4	11.4	12.0	14.3
4)R.J. REYNOLDS	1.6	2.0	2.5	2.7	2.9	2.3
5)AMER-TUPAKKA	3.0	2.6	2.4	1.9	1.6	1.0
OTHERS	0.1	--	0.1	0.2	0.5	0.4

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1)MARLBORO	PHILIP MORRIS	44.4	45.6	45.8	46.7	44.4
2)BELMONT	PHILIP MORRIS	15.1	16.2	17.5	18.3	19.5
3)NORTH STATE	SUOMEN TUPAKKA	15.8	14.7	14.0	12.8	12.0
4)I&M	PHILIP MORRIS	0.1	0.1	0.1	0.1	0.1
5)DOWNTOWN	RETTIG	---	---	---	---	1.1
6)COLT	RETTIG	8.4	7.2	6.8	6.3	6.0
7)BARCLAY	B.A.T.	2.6	3.0	3.6	4.2	5.2
8)RETTIG LIGHTS	RETTIG	3.9	3.7	3.5	3.2	3.1
9)CAMEL	R.J. REYNOLDS	1.5	2.0	2.4	2.6	2.9
10)ARMIRO	RETTIG	2.0	1.7	1.6	1.5	1.5

MARKET SEGMENTATION %

FILTER	99.4	99.5	99.6	99.7	99.7	99.7
NON-FILTER	0.6	0.5	0.4	0.3	0.3	0.3

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(FINLAND)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	63.7	61.1	58.7	56.5	53.1	51.6
LIGHTS	18.9	19.2	19.3	19.7	20.8	22.4
SUPERLIGHTS	11.3	12.4	13.5	16.2	15.5	14.4
MENTHOL	6.1	7.3	8.5	9.6	10.6	11.6
PACK TYPE SEGMENTATION %						
BOX	37.1	37.2	39.7	40.6	44.1	50.0
SOFT	62.8	62.7	60.3	59.4	55.9	50.0
LENGTH SEGMENTATION %						
60-75 MM	18.1	16.6	15.6	14.3	13.5	12.2
76-82 MM	77.9	78.4	77.6	78.4	47.3	8.4
83-85 MM	3.0	3.8	5.9	6.7	38.6	78.9
86 AND ABOVE	.9	1.2	0.8	0.7	0.6	0.4
MENTHOL SEGMENTATION %						
MENTHOL	6.1	7.3	8.5	9.6	10.6	11.6
NON-MENTHOL	93.9	92.7	91.5	90.4	89.4	88.4

2045358880

(FINLAND)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	*2	*2	2	2	2
D) MAGAZINES	*2	*2	2	2	2
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	2	2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	N.A.	**	N.A.	N.A.	N.A.

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	N.A.	**	N.A.	N.A.	N.A.

*Trade Press permitted.

**Prohibited.

2045358881

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GABON

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.5	0.5	0.4	0.4	0.4	0.4
PER CAPITA CONSUMPTION	472	455	354	342	331	N.A.
COMPANY SHARES %						
1) ROTHMANS	49.8	47.1	51.6	52.3	52.6	52.5
2) BOLLORE	31.0	39.0	38.1	39.5	38.0	35.1
3) PHILIP MORRIS	14.5	10.2	7.3	6.0	7.6	7.6
4) SEITA	3.9	2.9	2.2	1.9	1.8	4.7
5) B.A.T.	0.6	0.7	0.4	0.3	0.0	0.1
6) R.J. REYNOLDS	0.2	0.1	0.0	0.0	0.0	0.0

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) DUNHILL	ROTHMANS	41.4	41.3	46.5	49.5	51.0	50.0
2) GABONAISES	BOLLORE	25.3	31.9	29.2	28.8	25.0	22.6
3) SPRINT	BOLLORE	5.5	7.2	8.9	10.8	10.9	10.8
4) MARLBORO	PHILIP MORRIS	14.5	10.2	7.3	6.0	7.6	5.0
5) BOSTON	BOLLORE	---	---	---	---	2.1	1.7
6) CRAVEN	ROTHMANS	6.7	4.4	4.0	2.1	1.2	1.6
7) GITANES	SEITA	2.6	1.8	1.4	1.3	1.0	0.9
8) PETER STUYVESANT	ROTHMANS	1.0	0.9	0.9	0.7	0.4	0.8
9) ROYALES	SEITA	0.4	0.5	0.4	0.4	0.5	0.3
10) GAULOISES	SEITA	0.7	0.5	0.3	0.2	0.1	0.0

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(GABON)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	1	1	1
C) NEWSPAPERS	2	2	1	1	1
D) MAGAZINES	2	2	1	1	1
E) COUPONS	-	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2045358883

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HUNGARY

	EX-DISTRIBUTOR				EX-FACTORY	
	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	26.2	26.2	26.4	26.5	25.2	23.7
PER CAPITA CONSUMPTION	2,565	2,509	2,541	2,557	2,433	N.A.

COMPANY SHARES - LICENSEE SEGMENT %

1) B.A.T. - PECS	35.8	37.8	43.1	45.7	47.4	47.9
2) REEMTSMA - DEBRECEN	42.4	41.1	37.1	36.1	34.7	35.1
3) PHILIP MORRIS - EGER	11.9	11.6	11.1	10.2	8.5	13.3
4) R.J. REYNOLDS - SATO	9.2	8.9	8.0	7.5	9.0	3.4
OTHERS	0.7	0.6	0.7	0.5	0.4	0.3

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP					
1) SOPIANAE	B.A.T.	35.7	37.7	42.9	45.4	47.0
2) SYMPHONIA	REEMTSMA	42.1	40.9	36.9	35.9	34.5
3) MULTIFILTER	PHILIP MORRIS	0.3	0.3	0.3	0.2	1.7
4) HELIKON	PHILIP MORRIS	2.4	2.9	3.1	2.8	2.1
5) MARLBORO	PHILIP MORRIS	2.5	2.9	3.3	3.2	2.7
6) KOSSUTH	R.J. REYNOLDS	4.7	4.3	3.7	3.4	3.3
7) MUNKAS	R.J. REYNOLDS	4.3	4.2	3.8	3.6	3.8
8) ROMANC	PHILIP MORRIS	3.9	3.0	2.1	1.7	1.3
9) FECSKE	PHILIP MORRIS	1.6	1.4	1.1	0.9	0.7
10) DELIBAB	REEMTSMA	0.2	0.2	0.2	0.2	0.2

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NAME OF MARKET: HUNGARY

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2
E) COUPONS	N.A.	2	N.A.	N.A.	N.A.
F) POINT OF SALE	3	*3	*3	*3	*3
G) BILLBOARDS	3	**3	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	1	**1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	PROHIBITED	NO	N.A.	N.A.	N.A.

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	PROHIBITED	NO	N.A.	N.A.	N.A.

*Indoor only.

**Outdoor and indoor.

2045358885

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: IVORY COAST

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.4	3.1	3.1	2.6	2.6	2.5
PER CAPITA CONSUMPTION	349	279	266	218	209	N.A.
COMPANY SHARES %						
1) ROTHMANS INTERNATIONAL	20.2	27.4	29.6	36.5	43.2	47.0
2) SITAB	37.5	34.0	29.7	29.0	26.0	22.2
3) SEITA	25.3	16.1	17.6	18.7	17.6	18.8
4) PHILIP MORRIS	13.6	14.6	15.3	13.5	10.9	10.2
5) B.A.T.	3.1	7.2	7.3	2.2	2.3	1.7
OTHERS	0.3	0.7	0.5	0.1	---	---

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) CRAVEN A	ROTHMANS	16.6	22.7	24.0	28.5	33.6	35.7
2) FINE	SEITA	12.9	5.7	9.1	10.8	10.9	13.0
3) MARLBORO	PHILIP MORRIS	13.6	14.6	15.3	13.5	10.9	10.2
4) OLYMPIC	SITAB	9.5	9.2	8.9	9.1	7.9	6.9
5) JOB	SITAB	11.7	10.4	9.0	8.3	6.9	5.7
6) DUNHILL	ROTHMANS	1.0	1.4	1.7	2.8	3.7	5.1
7) GOLDEN CLUB	SITAB	11.0	9.6	7.0	6.0	5.3	4.3
8) GAULOISES	SEITA	8.9	7.3	5.8	5.3	4.6	4.0
9) ROTHMANS	ROTHMANS	0.8	1.1	1.3	2.2	2.6	3.3
10) ST. MORITZ	ROTHMANS	1.6	2.2	2.5	2.9	3.1	2.9

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(IVORY COAST)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	*3	*3	*3
B) RADIO		1	1	3	3	*3
C) NEWSPAPERS		1	1	1	3	*3
D) MAGAZINES		1	1	1	3	*3
E) COUPONS		N.A.	1	1	1	1
F) POINT OF SALE		1	1	1	1	1
G) BILLBOARDS		1	1	1	3	*3
H) CINEMA		1	1	3	3	*3
I) SAMPLING		1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

*By Industry Voluntary Code of Conduct.

2045358887

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KUWAIT

	1987	1988	1989	*1990	*1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.9	2.9	3.1	1.9	1.4	2.5
PER CAPITA CONSUMPTION	1,620	1,454	1,495	871	N.A.	1,859

COMPANY SHARES %

1) PHILIP MORRIS	42.4	42.3	44.2	45.5	60.8	56.7
2) ROTHMANS	24.9	22.6	19.7	19.4	18.7	15.5
3) B.A.T.	13.8	12.7	13.0	12.9	6.4	11.3
4) BROWN & WILLIAMSON	9.8	11.0	9.0	8.0	5.2	5.2
5) R.J. REYNOLDS	2.5	2.9	3.4	3.8	3.3	4.8
6) GALLAHER	2.0	1.8	1.9	2.0	2.0	2.0
OTHERS	4.6	6.7	8.8	8.4	3.6	4.5

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	38.5	37.4	38.8	39.8	53.0	47.7
2)ROTHMANS	ROTHMANS	16.9	14.4	12.4	12.0	9.1	8.4
3)PLAYERS GOLD LEAF	B.A.T.	8.7	8.1	8.1	7.6	3.4	6.0
4)MERIT	PHILIP MORRIS	2.0	2.5	2.8	3.0	5.0	5.0
5)CLEOPATRA	EASTERN TOBACCO	2.9	4.7	7.2	7.1	3.0	3.9
6)L&M	PHILIP MORRIS	1.6	2.0	2.2	2.2	2.8	3.6
7)CRAVEN A	ROTHMANS	3.0	3.9	3.6	3.8	5.3	3.5
8)STATE EXPRESS	B.A.T.	2.5	2.4	2.6	2.8	1.7	3.2
9)VICEROY	BROWN & WILLIAMSON	4.4	5.9	4.9	4.5	2.7	2.8
10)GOLD COAST	R.J. REYNOLDS	0.4	0.8	1.6	2.3	2.1	3.2

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10-12MG)	85.3	83.7	83.4	82.6	80.6	80.8
LIGHTS (6-10MG)	10.4	11.7	12.1	12.4	12.9	12.1
SUPERLIGHTS (<6MG)	4.3	4.6	4.5	5.0	6.5	7.1

TOBACCO TYPE SEGMENTATION %

VIRGINIA	40.3	37.0	34.6	33.8	26.1	28.0
AMERICAN	56.8	58.0	58.0	59.0	70.9	68.0
OTHERS	2.9	5.0	7.4	7.3	3.0	4.0

*Kuwait market closed August 2, 1990 and re-opened in mid-1991.

PHILIP MORRIS INTERNATIONAL FACT BOOK

(KUWAIT)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
ABOVE PREMIUM	1.8	1.6	1.6	1.6	3.0	2.2
PREMIUM	70.7	66.5	64.8	64.8	61.9	56.6
BELOW PREMIUM	5.7	5.5	5.2	5.3	15.8	16.8
MEDIUM	10.6	10.6	10.5	9.9	6.6	10.2
LOW	11.2	15.8	17.8	18.4	12.3	13.5
CHEAP	0.0	0.0	0.0	0.0	0.3	0.7

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	3	3	N.A.
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	*2	*2	2/3	**3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Tolerated at events held indoors.

**For major events - Municipality approval.

***Indoor only and restricted by type of premises.

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALI

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.5	1.4	1.8	1.8	1.6	1.6
PER CAPITA CONSUMPTION	175	179	224	218	164	N.A.

COMPANY SHARES %

1) SONATAM	60.8	63.7	51.4	52.5	54.6	44.4
2) ROTHMANS	11.8	13.0	28.1	30.0	31.2	39.3
3) PHILIP MORRIS	15.6	13.5	13.4	13.1	11.3	13.5
4) SEITA	7.9	8.8	6.7	4.2	2.8	2.8
5) R.J. REYNOLDS	3.7	0.7	0.5	0.1	--	--
6) BROWN & WILLIAMSON	0.2	0.2	--	--	--	--
OTHERS	--	--	--	--	--	--

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1) LIBERTE	SONATAM	54.7	56.5	46.4	49.4	48.7
2) CLAREMONT	ROTHMANS	--	--	11.6	14.2	18.7
3) MARLBORO	PHILIP MORRIS	15.6	13.5	13.4	13.0	11.3
4) CRAVEN	ROTHMANS	7.0	7.6	10.2	9.3	7.0
5) DUNHILL	ROTHMANS	4.5	5.3	6.1	6.3	5.2
6) MANSA	SONATAM	6.1	7.2	5.0	3.1	5.9
7) GAULOISES	SEITA	7.9	6.6	4.3	3.0	2.0
8) FINE	SEITA	--	2.1	2.3	1.2	0.8
9) ST. MORITZ	ROTHMANS	--	--	--	--	0.2
10) GITANES	SEITA	--	--	0.1	0.1	0.1

PRICE SEGMENTATION %

ABOVE PREMIUM	20.2	18.8	19.4	19.4	10.3	10.2
PREMIUM	7.3	9.9	13.2	10.9	8.8	13.5
HIGH	3.9	1.0	11.7	14.3	12.5	10.3
MEDIUM	14.0	13.9	9.3	9.1	21.8	25.1
LOW	54.7	56.5	46.4	46.4	46.6	41.0

06888890

PHILIP MORRIS INTERNATIONAL FACT BOOK

(MALI)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	***3
B) RADIO		2	2	**1	***3	***3
C) NEWSPAPERS		1	1	**1	***3	***3
D) MAGAZINES		1	1	**1	***3	***3
E) COUPONS		N.A.	N.A.	**1	***3	***3
F) POINT OF SALE		*1	*1	**1	***3	***3
G) BILLBOARDS		2	2	**1	***3	***3
H) CINEMA		2	1	**1	***3	***3
I) SAMPLING		N.A.	1	**1	***3	***3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS		NO	NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

*Specific restriction for tobacco advertising.

**To be channelled through the monopoly.

***By voluntary agreement.

168898902

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALTA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	640	645	640	630	630	610
OF WHICH LOCAL MANUFACTURE: %	99.5	99.4	99.4	99.4	99.4	99.4
IMPORTED FROM 1) US	0.4	0.3	0.3	0.3	0.3	0.3
2) UK	0.4	0.3	0.3	0.3	0.3	0.3
POPULATION TOTAL (MILLIONS)	0.34	0.35	0.35	0.35	0.35	0.35
PER CAPITA CONSUMPTION	1,882	1,843	1,829	1,800	1,800	1,743

COMPANY SHARES %

1) CARRERAS OF MALTA	62.5	64.0	64.4	63.6	63.4	67.9
2) MALTA TOBACCO (BAT)	30.3	29.5	29.5	29.5	29.5	22.3
3) GALLAHER	3.3	2.5	2.5	3.0	3.2	5.5
4) PHILIP MORRIS	2.8	3.1	3.0	3.3	3.3	3.7
5) A.T.W.	0.8	0.6	0.6	0.6	0.6	0.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER						
1) ROTHMANS	ROTHMANS		CENTRAL CIG. CO.	45.9	51.1	58.8	57.2	57.0	59.7
2) DU MAURIER	B.A.T.		CENTRAL CIG. CO.	25.6	24.0	23.2	23.2	23.2	16.5
3) DUNHILL	ROTHMANS		CENTRAL CIG. CO.	15.0	15.4	11.2	11.2	11.2	8.2
4) MARLBORO	PHILIP MORRIS		A.T.W. (MALTA)	2.8	3.1	2.7	3.1	3.2	3.7
5) SILK CUT	AMERICAN		GALLAHER	3.3	2.5	1.8	3.0	3.1	5.5
6) B&H	B.A.T.		CENTRAL CIG. CO.	4.7	2.3	1.7	1.7	1.7	7.8
7) MILDE SORTE	A.T.W.		A.T.W. (MALTA)	0.5	0.3	0.3	0.3	0.3	0.3
8) RONSON	A.T.W.		A.T.W. (MALTA)	0.3	0.3	0.3	0.3	0.3	0.3

MARKET SEGMENTATION %

FILTER	100.0	100.0	100.0	100.0	100.0	100.0
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PHILIP MORRIS INTERNATIONAL FACT BOOK

(MALTA)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
LOW (-15mg)	91.0	91.0	91.0	91.0	91.0	91.0
HIGH/FULL FLAVOR (+15mg)	9.0	9.0	9.0	9.0	9.0	9.0
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	3.1	3.4	3.0	3.4	3.4	4.1
VIRGINIA	95.4	96.3	96.7	96.3	96.3	95.6
EUROPEAN	0.5	0.3	0.3	0.3	0.3	0.3
LENGTH SEGMENTATION %						
70 MM AND SHORTER	56.1	55.1	54.5	54.5	54.5	41.8
71 MM TO 85 MM	43.9	44.9	45.5	45.5	45.5	58.2
PACK TYPE SEGMENTATION %						
FLIP TOP BOX	100.0	100.0	100.0	100.0	100.0	100.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	3	3	3	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	3	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	1	1
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	1	1	1	1	1	1

2045358893

(MALTA)

1987 1988 1989 1990 1991 1992

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
 B) CARTONS
 C) ADVERTISING

YES	YES
NO	NO
YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES
NO	NO
NO	NO

2045358894

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MOROCCO

	1987	1988	1989	1990	1991	1992	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	14.8	14.8	14.7	14.2	14.0	13.8	
PER CAPITA CONSUMPTION	675	623	601	567	544	N.A.	
COMPANY SHARES %							
1)REGIE DES TABACS	91.4	90.2	88.7	88.2	86.2	85.6	
2)R.J. REYNOLDS	5.0	6.2	6.3	6.6	8.1	8.5	
3)PHILIP MORRIS	3.0	3.1	4.4	4.6	5.1	5.3	
4)BROWN & WILLIAMSON	0.3	0.3	0.3	0.2	0.2	0.3	
OTHERS	0.3	0.2	0.3	0.4	0.4	0.3	
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)CASA SPORT	REGIE	51.8	50.7	47.0	45.1	37.8	34.7
2)MARQUISES	REGIE	4.6	7.2	11.9	13.9	18.5	22.4
3)OLYMPIC	REGIE	16.0	13.2	11.0	9.8	11.0	13.3
4)WINSTON	R.J. REYNOLDS	4.9	6.0	6.2	6.5	8.0	8.3
5)MARLBORO	PHILIP MORRIS	3.0	3.1	4.4	4.5	5.1	5.3
6)BEST	REGIE	6.2	6.7	7.4	7.6	7.8	5.1
7)MARVEL	REGIE	0.2	0.1	0.7	2.8	3.7	3.6
8)FAVORITES	REGIE	3.7	2.3	2.9	2.4	1.9	1.9
9)MAGHREB	REGIE	3.7	3.7	3.2	2.9	2.7	1.7
10)TROUPE FAR	REGIE	2.2	2.9	2.3	2.0	1.4	1.0
MARKET SEGMENTATION %							
FILTER		42.2	44.1	47.8	50.5	59.0	62.4
NON-FILTER		57.8	55.9	52.2	49.5	41.0	37.6
INTERNATIONAL/LOCAL SEGMENTATION %							
LOCAL		91.4	90.2	88.7	88.2	86.2	85.6
INTERNATIONAL		8.6	9.8	11.3	11.8	13.8	14.4

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(MOROCCO)

1987 1988 1989 1990 1991 1992

COMPANY SHARES - IMPORTS SEGMENT %

1) R.J. REYNOLDS	58.1	62.5	56.1	56.5	58.8	58.8
2) PHILIP MORRIS	34.5	31.6	38.8	38.7	36.9	36.9
3) BROWN & WILLIAMSON	3.2	2.7	2.3	2.1	1.8	1.8
OTHERS	4.2	3.2	2.8	2.7	2.5	2.5

BRAND FAMILY SHARES - IMPORTS SEGMENT %

BRAND NAME	MANUFACTURER						
1) WINSTON	R.J. REYNOLDS	56.4	60.6	54.8	55.2	57.5	57.4
2) MARLBORO	PHILIP MORRIS	34.4	31.4	38.7	38.7	36.8	36.9
3) KENT	BROWN & WILLIAMSON	3.2	2.7	2.3	2.1	1.8	1.8
4) CAMEL	R.J. REYNOLDS	1.3	1.7	1.2	1.2	1.1	1.2

2045358896

(MOROCCO)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	***1	1	1
C) NEWSPAPERS		*3	*3	***3	***3	***3
D) MAGAZINES		*3	*3	***3	***3	***3
E) COUPONS		2	2	2	2	2
F) POINT OF SALE		3	3	***3	***3	***3
G) BILLBOARDS		3	3	***3	***3	***3
H) CINEMA		1	1	***1	1	1
I) SAMPLING		**3	**3	***3	***3	***3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
B) CARTONS						
C) ADVERTISING						
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
B) CARTONS						
C) ADVERTISING						

*Allowed only for new launches (max. 3 months).

**During promotions only.

***Subject to approval of the monopoly.

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NIGERIA

	1987	1988	1989	1990	1991	1992	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.7	8.7	8.5	7.2	6.7	6.6	
PER CAPITA CONSUMPTION	78	83	81	66	60	N.A.	
COMPANY SHARES %							
1)NIGERIA TOBACCO COMPANY (N.T.C.)	79.4	82.0	82.5	86.1	87.2	88.4	
2)INTERNATIONAL TOBACCO COMPANY (I.T.C.)	20.6	18.0	17.5	13.9	12.8	11.6	
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)THREE RINGS	N.T.C.	32.1	35.7	35.1	38.2	38.7	37.6
2)GOLD LEAF	N.T.C.	13.7	10.8	13.0	12.7	15.4	16.0
3)SM	N.T.C.	11.9	13.0	12.9	15.4	15.5	15.8
4)HIGH SOCIETY	N.T.C.	13.9	10.4	9.1	10.6	11.8	9.2
5)LINK	I.T.C.	10.2	8.1	8.5	7.4	6.9	6.2
6)MARS	N.T.C.	5.7	6.0	5.6	6.3	5.8	5.3
7)GREEN SPOT	I.T.C.	3.9	4.4	4.6	4.4	4.1	3.7
8)EXCEL	N.T.C.	--	--	--	0.1	0.2	2.3
9)TARGET	I.T.C.	6.5	5.2	3.9	1.9	1.9	1.6
10)BICYCLE	N.T.C.	---	0.6	0.6	0.7	1.2	1.2
MARKET SEGMENTATION %							
FILTER		98.0	94.8	94.6	93.7	92.7	93.6
NON-FILTER		2.0	5.2	5.4	6.3	7.3	6.4
PRICE SEGMENTATION %							
HIGH		29.6	26.7	25.9	23.4	24.3	27.5
MEDIUM		10.7	11.8	11.0	7.9	31.9	64.9
LOW		59.7	61.5	63.1	68.6	43.8	7.6

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(NIGERIA)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	2	2	3
B) RADIO	1	1	3	2	3
C) NEWSPAPERS	1	1	3	1	3
D) MAGAZINES	1	1	3	1	3
E) COUPONS	N.A.	1	3	1	1
F) POINT OF SALE	1	1	3	1	1
G) BILLBOARDS	1	1	3	1	3
H) CINEMA	1	1	3	1	3
I) SAMPLING	2	1	3	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	NO

6688989702

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NORWAY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.7	2.8	2.9	2.9	3.0	2.7
PER CAPITA CONSUMPTION	654	676	694	695	708	N.A.

COMPANY SHARES %

1)SKANDINAVISK TOBACCO CO. (STC)	39.9	42.1	46.5	49.7	51.9	53.8
2)PHILIP MORRIS	14.3	14.4	15.0	15.0	15.4	15.5
3)B.A.T.	13.9	13.5	12.6	11.6	10.6	9.4
4)BROWN & WILLIAMSON	8.8	7.9	8.3	7.9	7.7	7.5
5)TIEDEMANN'S	7.8	8.1	8.0	7.3	7.0	6.7
6)ROTHMANS	9.1	8.4	5.2	4.5	4.1	3.7
7)R.J. REYNOLDS	4.6	4.1	2.9	3.1	2.8	2.9
OTHERS	1.6	1.4	1.5	0.9	0.5	0.5

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)PRINCE	S.T.C	39.9	42.1	46.5	49.7	51.9	53.8
2)MARLBORO	PHILIP MORRIS	11.8	12.0	12.8	12.9	13.4	13.7
3)PALL MALL	BAT/ROTHMANS	13.2	13.1	11.9	11.0	9.7	8.8
4)BARCLAY	BROWN & WILLIAMSON	8.0	7.4	7.9	7.5	7.3	7.2
5)PETTEROE'S	TIEDEMANN'S	2.4	2.5	2.7	3.0	3.4	3.7
6)DUNHILL	ROTHMANS	6.5	6.3	4.3	3.8	3.5	3.2
7)MERIT	PHILIP MORRIS	2.4	2.3	2.1	1.9	1.7	1.7
8)CAMEL	R.J. REYNOLDS	1.3	1.3	1.1	1.0	1.0	1.3
9)SOUTH STATE	TIEDEMANN'S	2.7	2.3	2.1	1.7	1.4	1.2
10)SALEM	R.J. REYNOLDS	2.0	1.8	1.3	1.2	1.1	1.0

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